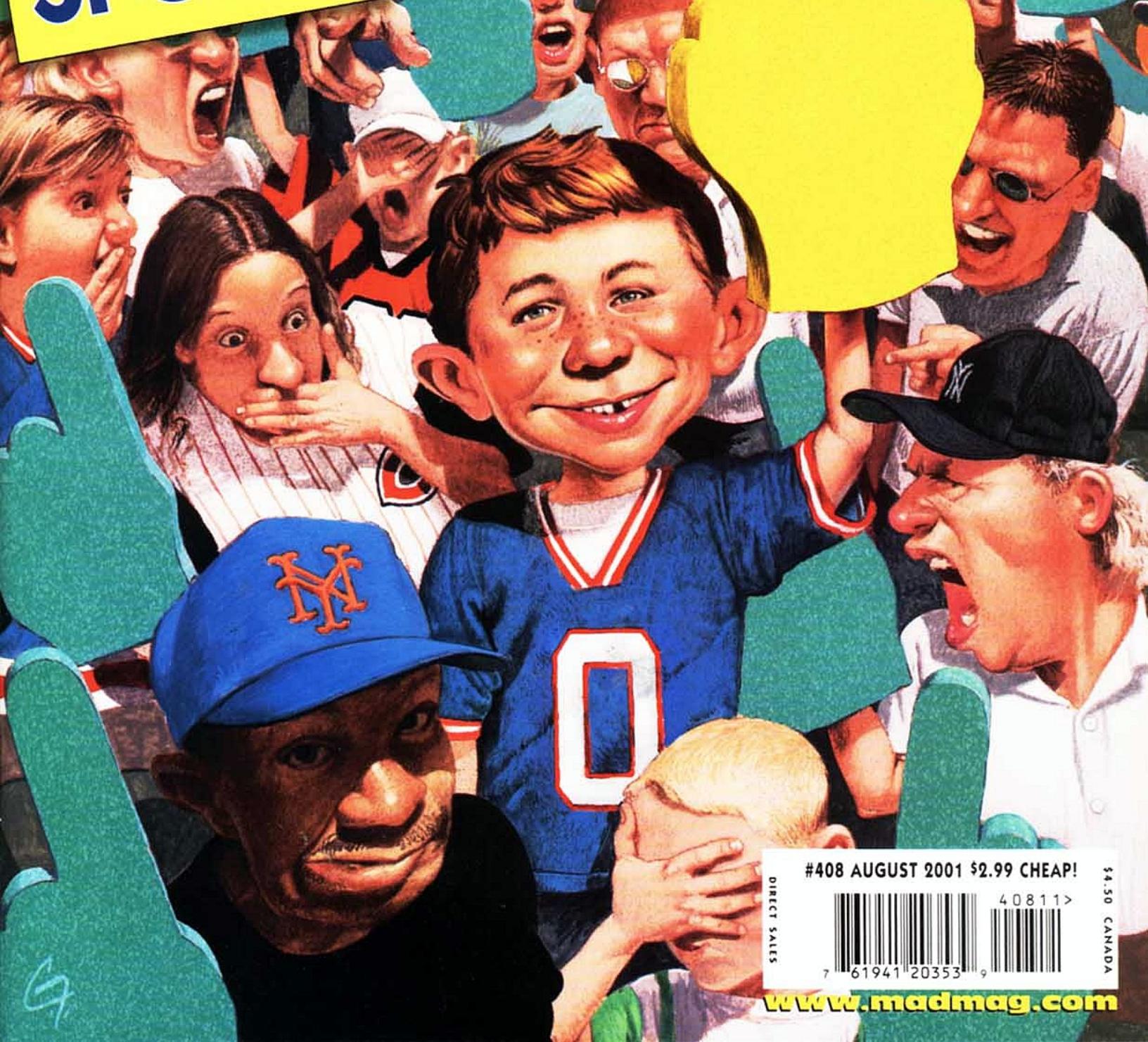


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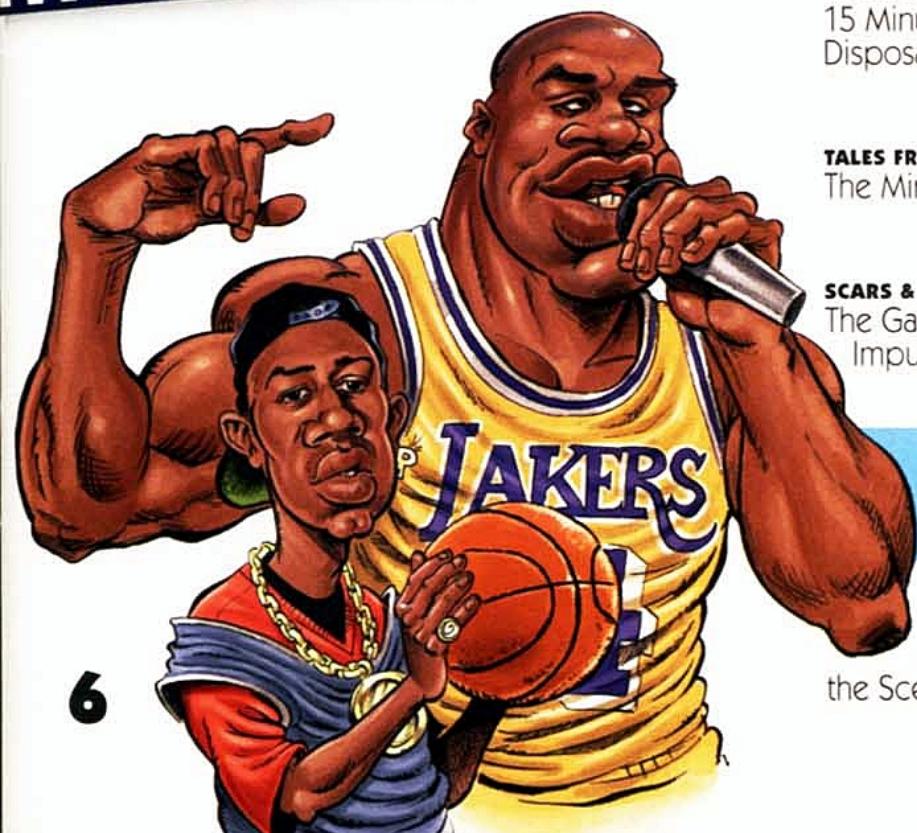
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August 2001

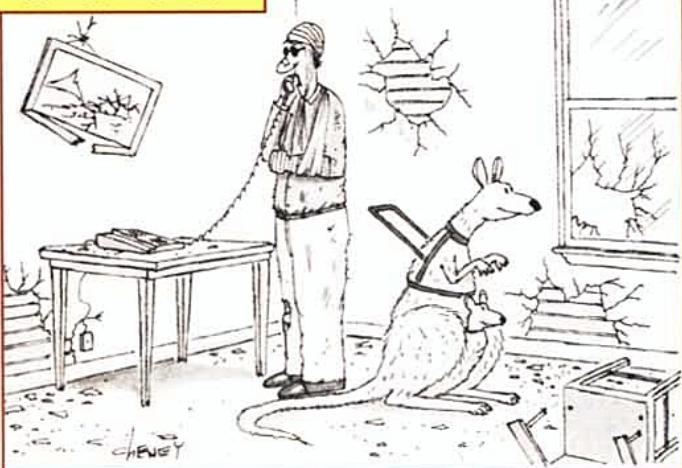


26



PULL MY CHENEY

BY TOM CHENEY



"HELLO, I'D LIKE TO SPEAK TO WHOMEVER IS IN CHARGE AT THE SEEING EYE ACADEMY."

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1997
The National Association of Cannibals Introduces New TV Campaign: "People, The Other Red Meat"

1994
Ben and Jerry Introduce New Flavor, "Fruity Formaldehyde"



1993
President Clinton Invites Mayor McCheese to Camp David Summit for Joint Effort to Reinstate the McRib

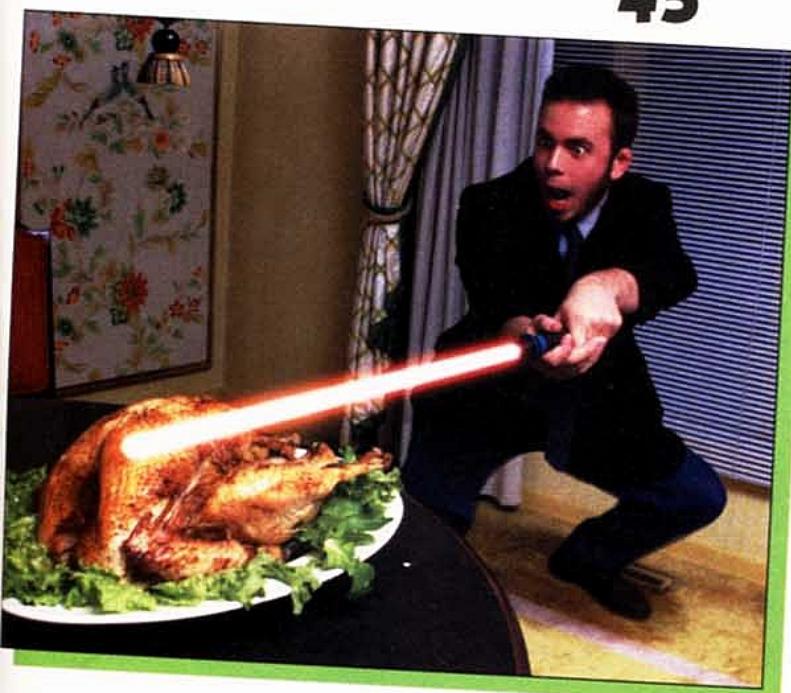
1999
Grumpy Old Men II Makes AFI's Top 5 Million Movies Of All Time List

1986
Park Ranger Accidentally Turns Wrong Valve, Shuts Off Niagara Falls for Two Hours

40



45



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"Drawn Out Dramas" Various Places Around the Magazine by Sergio Aragones



"Understatement is a zillion times more effective than exaggeration!"





WRITER'S SCHLOCK

For many years I have read your magazine and enjoyed the amalgamation of drawing and writing. Over the years, however, I have become increasingly disturbed at your mistreatment of your writers. Typically, you give credits labeling the contributors as writers or artists. But writers are artists too. Your behavior probably violates some federal law and I respectfully submit that before you get into trouble you should start addressing your writers as literary artists, unless you feel writers are a bunch of idiotic, spittle-spraying, head-banging, nose-picking, self-fondling undeserving reprobates.

Les Weinberg, Stony Brook, NY

Lester — Just to clear things up, we don't feel that *all* writers are idiotic, spittle-spraying, head-banging, nose-picking, self-fondling undeserving reprobates, just certain writers of letters — you follow? —Ed.

Make A Dumb Wish Foundation™

I have been a reader of MAD for a while. I would like to make a dumb wish. I can't stand those darn Entenmann's commercials. They drive me insane. In my nightmares, I feel like my seventh grade mind will turn into a donut and Whoopi Goldberg will come and take a bite out of me. So please accept my dumb wish for the *Make A Dumb Wish Foundation™* and make fun of them in your magazine.

Bill Reed, Oak Forest, IL

Billy Boy — As you know, it's the sacred mission of the *Make A Dumb Wish Foundation™* to grant dumb wishes whenever and wherever possible. But make fun of Entenmann's? Oh, those donuts...some with chocolate, some with crumbs. And those rings with the creamy white icing...they just melt in your mouth. Entenmann's is one of God's greatest little gifts to the world. Ooo, we wish we had free boxes and boxes of Entenmann's here at the *Make A Dumb Wish Foundation™*, conveniently located at 1700 Broadway, New York, NY 10019 on the 5th floor. That's our wish, and it sure ain't dumb! Anyway, thanks for writing! —Ed.

P.S. We also like Krispy Kreme donuts and we wish we had free boxes and boxes of those as well! —Ed.

HOW TO REACH US
Please Address Correspondence
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however, unless they are accom-
panied by a self-addressed,
stamped envelope! MAD doesn't
read faxed submissions!

MAD'S CHEESEIEST READER

While recently indulging myself in MAD, I noticed a MAD Mumbling in issue #402 that I frankly disagree with. Mumbler "JQ" writes "Cheese has its ups and downs." There is no downside to cheese! Frankly, I find this to be very offensive. I stand and congratulate cheese enthusiasts such as myself. Cheese is not just a food, it is a way of life. I believe cheese may be the answer to all of our problems (yes, even world hunger). I demand that this blatant disregard for cheese be stopped immediately.

Karl Peterson, Yakima, WA

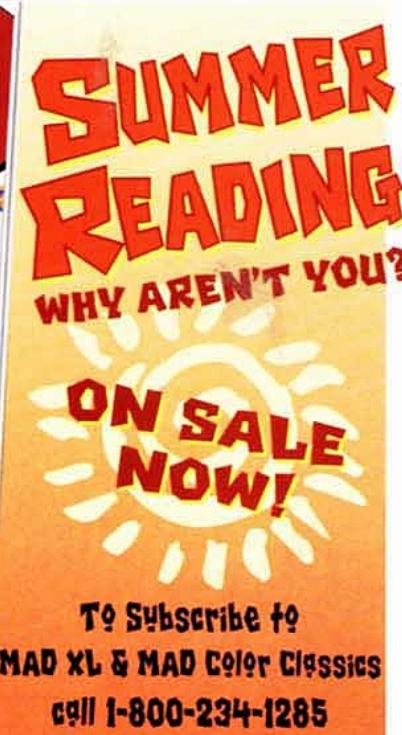
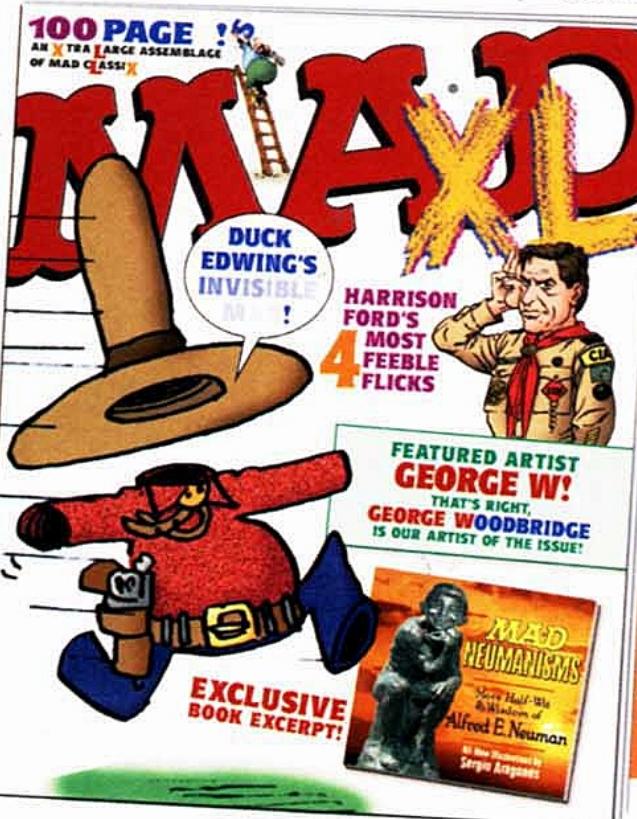
Herr Karl — Your borderline obsession with cheese strikes us as a bit odd, but we'll play along. We bet your favorite TV show is *NYPD Bleu Cheese*, your favorite movie is *A Few Gouda Men* and your favorite magazine is *Cheddar Homes and Gardens*! Readers, what do you think Karl's favorite book, video game and rock band is? Send your cheesy suggestions to: MAD Magazine, ATTN: Amy, The Big Cheese, 1700 Broadway, New York, NY 10019 and we'll print the best of them! —Ed.

"INSTANT MUSIC REVIEWS" REVIEWED

In MAD #405, artist Rick Tulka screwed up on Jennifer Lopez's arm in "Instant Music Reviews." Take a good, close look at the arm that isn't holding the microphone. Notice anything peculiar? The arm is twisted and appears to have two elbows! One is in the correct position beneath her hair and the second one is halfway down her forearm!

Neel Nayak, East Brunswick, NJ

Whoa Neely — Thanks for your very astute letter. You're right about Lopez's dual arm. But that's the least of Tulka's artistic boo-boos. Among the other mistakes in "Instant Music Reviews" pointed out by MAD readers were: Elton John isn't paunchy enough; no cottage cheese butt on Alanis Morissette; Britney Spears' top isn't revealing enough; there's no AARP card sticking out of Stevie Nicks's hat; the pigs listening to Garth Brooks aren't rolling around on the floor writhing in pain, and Tulka took too much artistic license with Ricky Martin's package (if you know what we mean)! As long-time readers of the Letters Page know, we've had numerous incidents with Monsieur Tulka and his "artwork" over the years and these are just more damning and troubling notations in his permanent record! —Ed.



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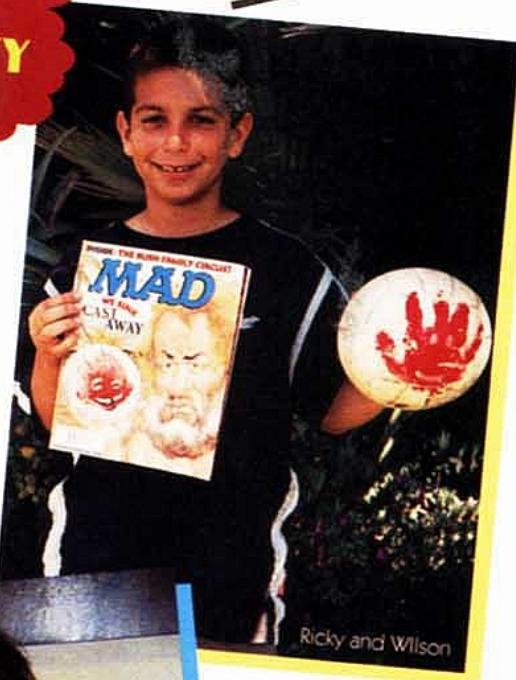
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MAD CELEBRITY SNAPS

I was walking along the beach, when suddenly I saw Wilson the volleyball! It was cool so I took it home and took the picture of it with my new MAD that had the *Cast Away* picture of Tom Hanks and Alfred E. Wilson.

Ricky Lizarraga, San Marcos, CA

Rickster — Bingo! Extra points for inventiveness! But you should have had Wilson holding the issue — then you could have scored a three-year subscription. But instead, you're just getting the one-year subscription. Oh well, that's the way the ball bounces! —Ed.



Ricky and Wilson



Fabulous MAD babe Marla Wycze recently caught up with Valerie Harper, nee Rhoda Morgenstern from the old Mary Tyler Moore Show. Valerie was out plugging her book *Today I Am A Ma'am*, which, coincidentally, features artwork by Rick Tukka, you know, the guy who screwed up the artwork in "Instant Music Reviews!" Fal

KEEPING UP WITH THE JONESES

In your "Celebrity Cause of Death Betting Odds" for George W. Bush in MAD #405, you have an honorary degree for Bob Jones University under his tombstone. This is incorrect. W graduated from Yale. It was actually Attorney General John Ashcroft who received an honorary degree from Bob Jones U. Just trying to clear things up!

Tom Casella, Pittsford, NY

Tommy Boy — Good catch! We checked and discovered that George W. was awarded his honorary degree from Apex Tech — it should be noted that because it was just an honorary degree he didn't receive his own set of tools upon graduation. Thanks for writing and God Bless America! —Ed.

INSTANT MAMA'S GONNA GET YOU!

I was just reading your March issue and I wanted to let you know that I want to adopt Monroe.

Michele, Frenchtown, NJ

Michele My Belle — Adopt Monroe?! You must really be sippin' the Monkey Juice! But...it's a deal! You can pick up Monroe next Friday. The little scamp will be waiting with his bags packed in MAD's lobby. Don't forget to bring a handtruck. Thanks for adopting! —Ed.

A collage of images including a MAD magazine cover, a clapperboard with "MAD Behind the Scenes", and a "VISIT THE MAD WEB SITE!" advertisement with the URL http://www.madmag.com.

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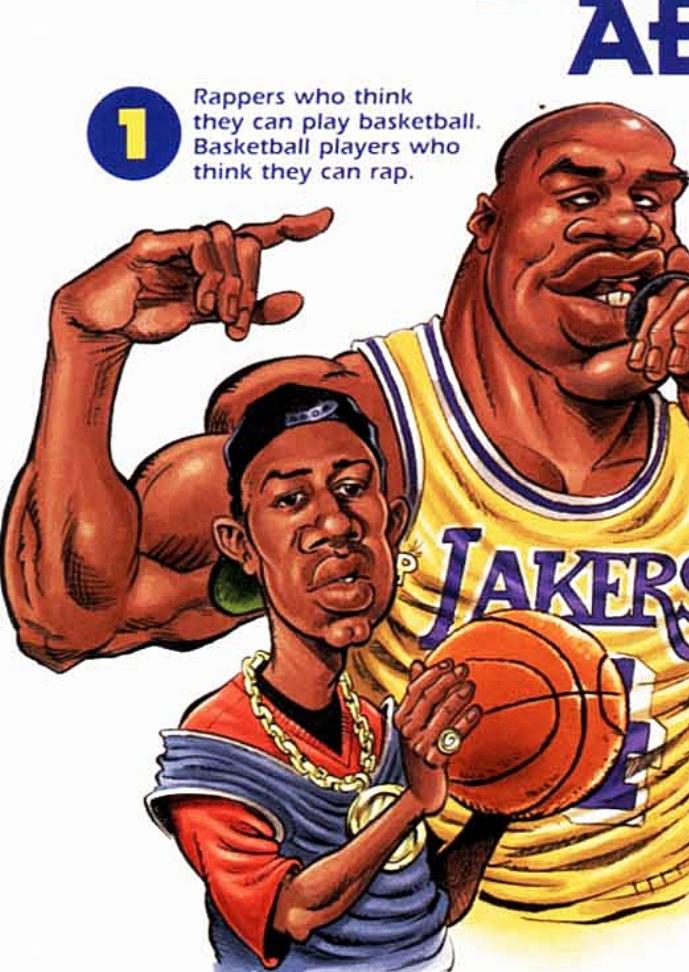
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LET THE SHAMES BEGIN DEPT.

MAD'S

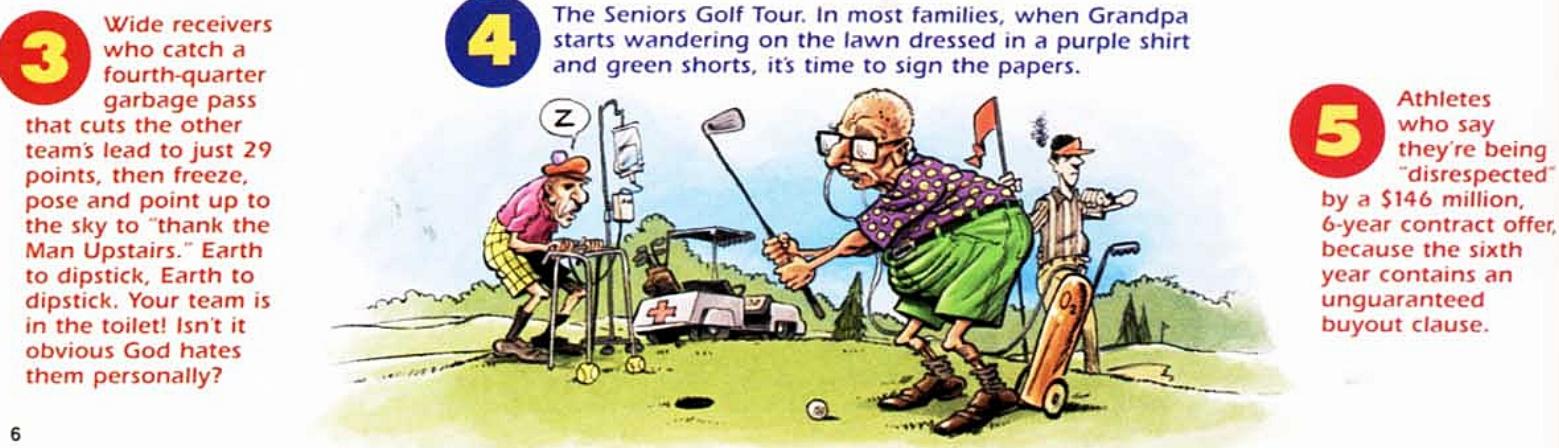
50 WORST THINGS ABOUT...



ARTIST: TOM RICHMOND
WRITER: DESMOND DEVLIN



3 Wide receivers who catch a fourth-quarter garbage pass that cuts the other team's lead to just 29 points, then freeze, pose and point up to the sky to "thank the Man Upstairs." Earth to dipstick, Earth to dipstick. Your team is in the toilet! Isn't it obvious God hates them personally?



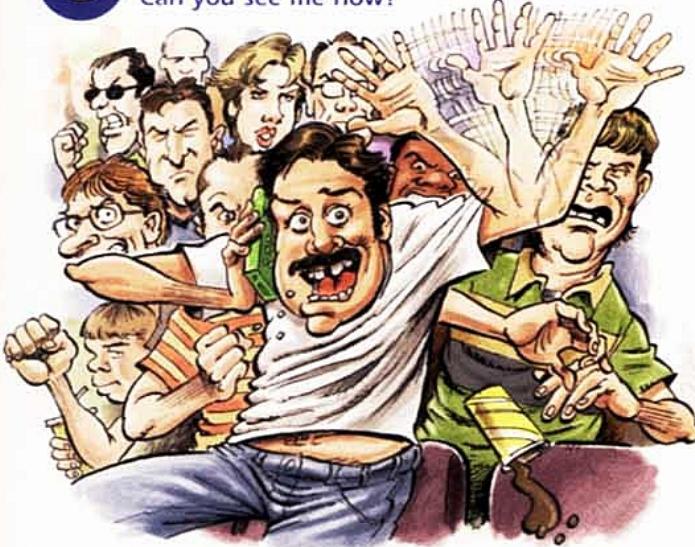
4 The Seniors Golf Tour. In most families, when Grandpa starts wandering on the lawn dressed in a purple shirt and green shorts, it's time to sign the papers.

5 Athletes who say they're being "disrespected" by a \$146 million, 6-year contract offer, because the sixth year contains an unguaranteed buyout clause.

Last June, MAD rocked the publishing world by compiling the first ever authoritative list of the 50 Worst Things About Television. Now we're back with an even more disturbing list, this one on the slimy world of sports. Where to begin? With the obnoxious athletes, the equally obnoxious owners, the pretentious and ass-kissing announcers, or the obsessed sycophant fans? It's a tough call. Ah, but when the going gets tough, the tough get going. But we're giving it 110%! Yes sir, we really came to play! And we'd like to thank the good Lord for helping us put together...

6

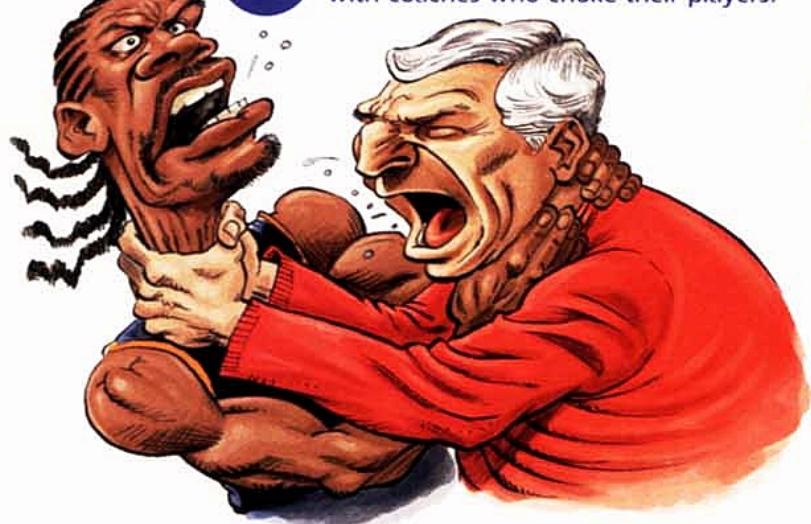
Turdwipes down front with cell phones who spend the entire game going, "Am I on now? Can you see me now?"

**9**

Stadium concession prices: OPEC ministers are jealous over what stadium beer vendors can get away with charging per ounce.

10

The fact that players who choke their coaches have never been matched up with coaches who choke their players.

**12**

ESPN newscasters throwing "clever" catch phrases at the wall every 15 seconds, in the desperate hope that one of them, any of them, will stick.

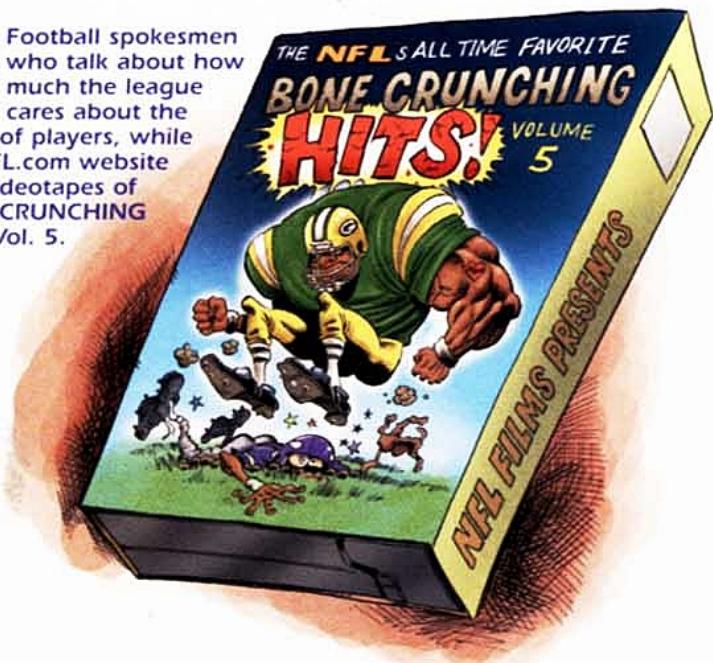
Kobe Bryant added 28 points in a losing effort.

**7**

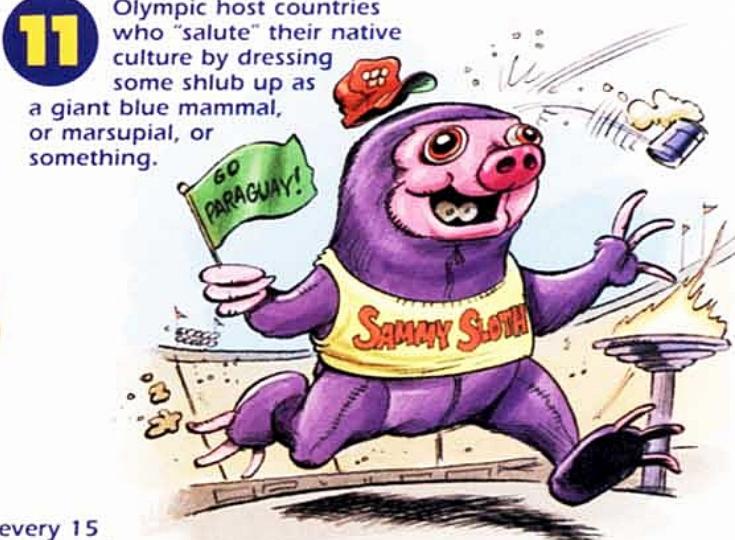
Inbred racecar fans who despise Jeff Gordon for secret, inside reasons that normal people don't bother trying to understand. We're guessing they hate the guy because he appears to have more than 30 teeth, and because he rolls down his side window before spitting.

8

Football spokesmen who talk about how much the league cares about the safety of players, while the NFL.com website sells videotapes of BONE-CRUNCHING HITS, Vol. 5.

**11**

Olympic host countries who "salute" their native culture by dressing some shlub up as a giant blue mammal, or marsupial, or something.



Kobe Say Relax. Don't Do It! Pardon me, have you got any Grey Poupon? Thundercats Ho! It's a heapin' helpin' of natural goodness! In the Land of the Lost, Kobe's the head Sleestak! CHUMBAWAMBA! I'd like to use the 50-50! Cycle Four, for older dogs! Put that one in the Dewey Decimal System! GET OFF MY PLANE! It puts the lotion in the basket!

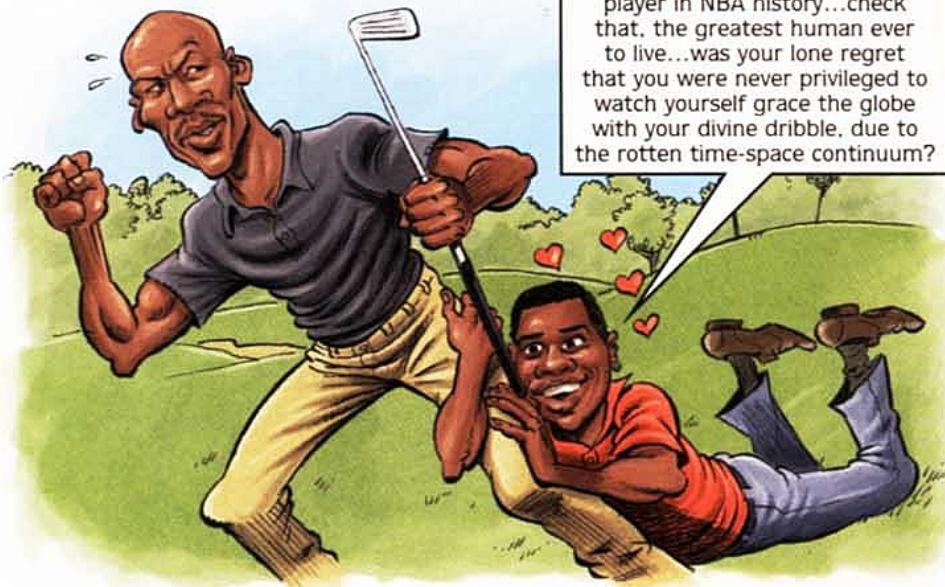
13

The sinking notion that, somewhere out there, Dennis Rodman isn't done with us yet.

50 WORST THINGS ABOUT... SPORTS

15 How do we have any confidence in the President's ability to handle peace negotiations and nuclear weapons, when he can't even make a 25-cent phone call to the Super Bowl locker room without major static, breakups, echo, and an annoying five-second delay?

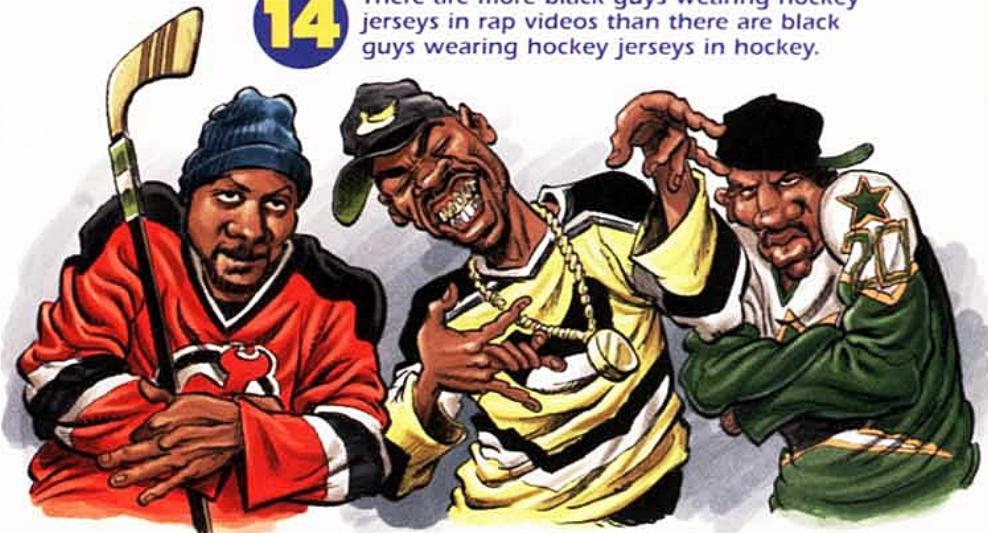
16 Michael Jordan's been retired for a couple of years now, yet Ahmad Rashad still hasn't washed the taste of His Airness' butt out of his mouth.



Michael! Michael! As the greatest player in NBA history...check that, the greatest human ever to live...was your lone regret that you were never privileged to watch yourself grace the globe with your divine dribble, due to the rotten time-space continuum?

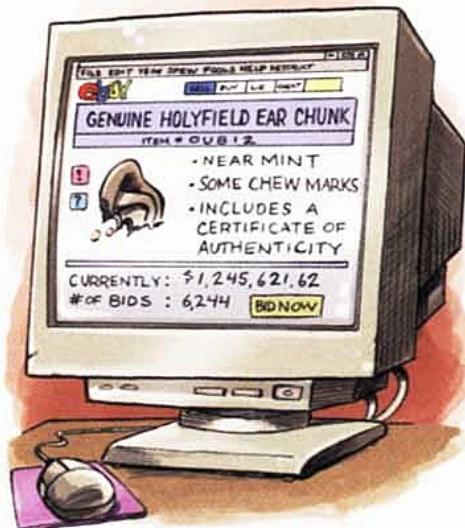
14

There are more black guys wearing hockey jerseys in rap videos than there are black guys wearing hockey jerseys in hockey.



17

The chilling thought that if that chunk of Evander Holyfield's ear ever showed up on eBay, the bidding war among brainless fans would skyrocket through the roof.



18

World Series games that start later than the big operation scene on *ER*.

19

Football teams who go 2-14, then fire the kicker.



20

Sports announcers tsk-tsk-ing over how steroids gave some athletes an unfair advantage, when they only keep their dummy-at-a-desk jobs thanks to their hair plugs, fake boobs, capped teeth, nose jobs, skin peels and tummy tucks.

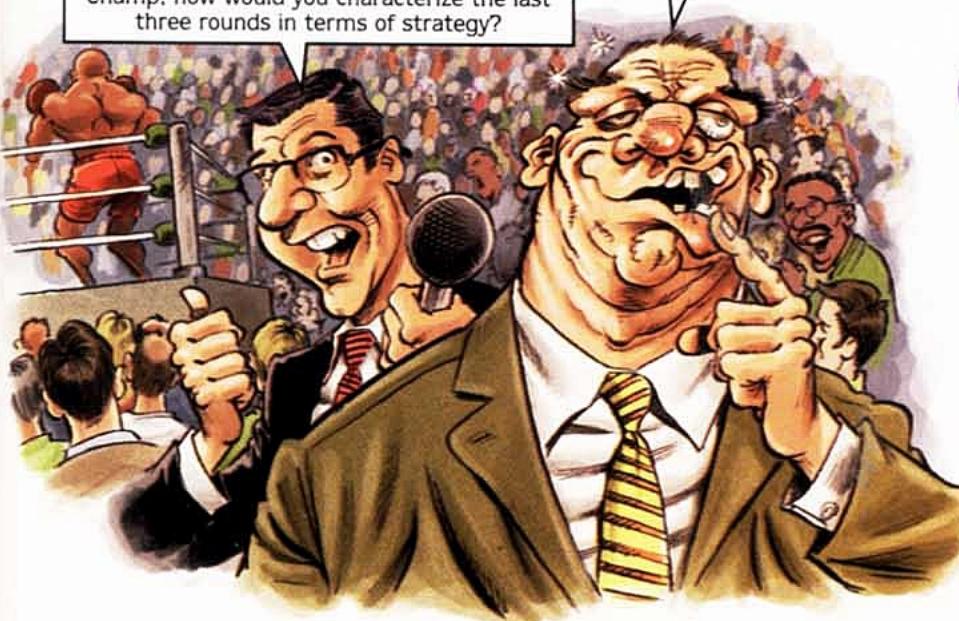


21

Networks like Showtime and HBO deciding that the primary skill required to make a person a good boxing announcer is having spent his last 20 years getting punched in the head.

You can see Ohlinger using his superior reach to cut off the ring. He's peppering Larkin with what seems almost a surgical approach. Champ, how would you characterize the last three rounds in terms of strategy?

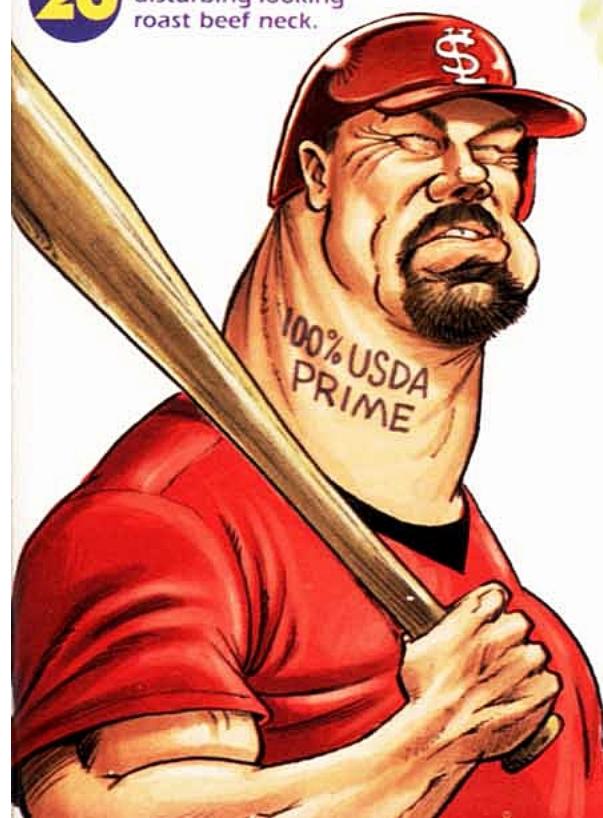
Mmmmm, I like po'k chops!

**24**

The football owners who still won't change the racist "Washington Redskins" name because it's actually "a tribute to the bravery and courage of the Native American." Here's an idea...let's honor the NFL brass by calling the next expansion team "The Triple-Chinned Alcoholic Crackers."

26

Mark McGwire's increasingly disturbing-looking roast beef neck.

**22**

The growing trend of misspelling new sports franchises, such as the Utah Starzz, the Memphis Maniax, the Pittsburgh CrosseFire, the Nashville Kats, or the L.A. Xtreme. Hey, jeenyusses! Heer's ten dollars. Go by a dickshunerry!

23

The fact that you can no longer say the word "goal" anywhere, to anyone, in any context, without some bonehead shrieking "GOOOOOOOOOAAAALLLLLLL!!!"

**25**

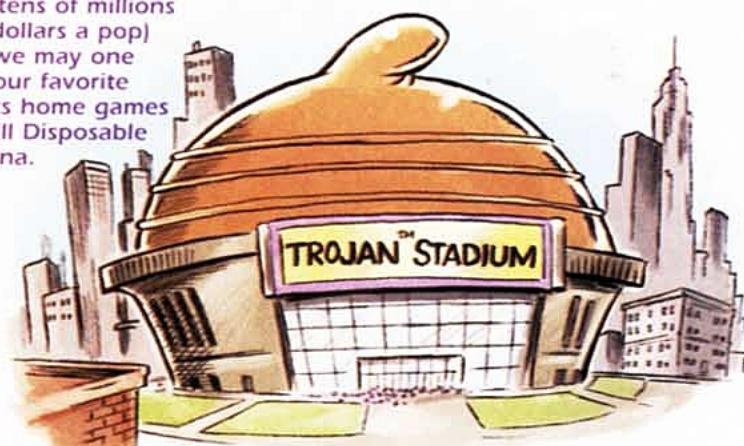
Green Bay Wisconsin "Cheeseheads." They make us want to sneak into a Packers game and unleash a thousand starving rats.

**27**

Mindless spreadsheet numbers-crunchers who claim that anything and everything is a "new record." Hey, did you know that Red Sox outfielder Trot Nixon just set the all-time major league record for ground-rule doubles in a season by a guy named "Trot"?

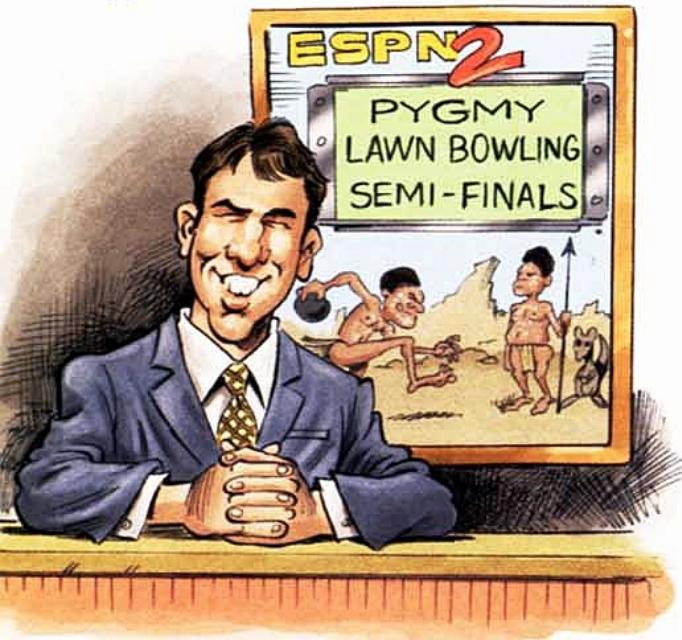
28

Rampant corporate stadium re-namings (at tens of millions of dollars a pop) mean that we may one day watch our favorite team play its home games at Massengill Disposable Douche Arena.



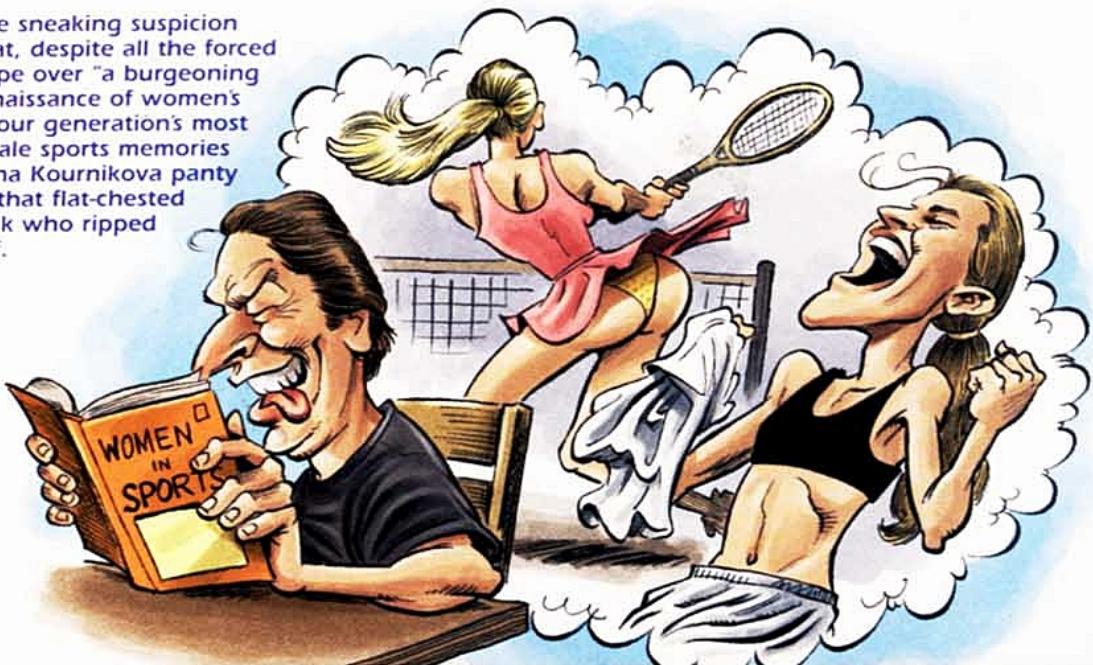
MAD's
50 WORST THINGS ABOUT... **SPORTS**

30 ESPN2. Two? TWO? How can a network that has to run "SportsCenter" 18 times in a 24-hour day think they need a second channel to put on all the "other" stuff they just haven't had the chance to show?



33 Self-important pumpkinhead Jerry Krause, who was positive he could break up the Chicago Bulls and rebuild 'em. Don't worry, Jer. As soon as they can insert Michael Jordan's DNA into a kangaroo, maybe your Bulls'll have a shot at the second round of the playoffs again.

34 The sneaking suspicion that, despite all the forced hype over "a burgeoning renaissance of women's athletics," our generation's most classic female sports memories will be Anna Kournikova panty shots and that flat-chested soccer chick who ripped her top off.

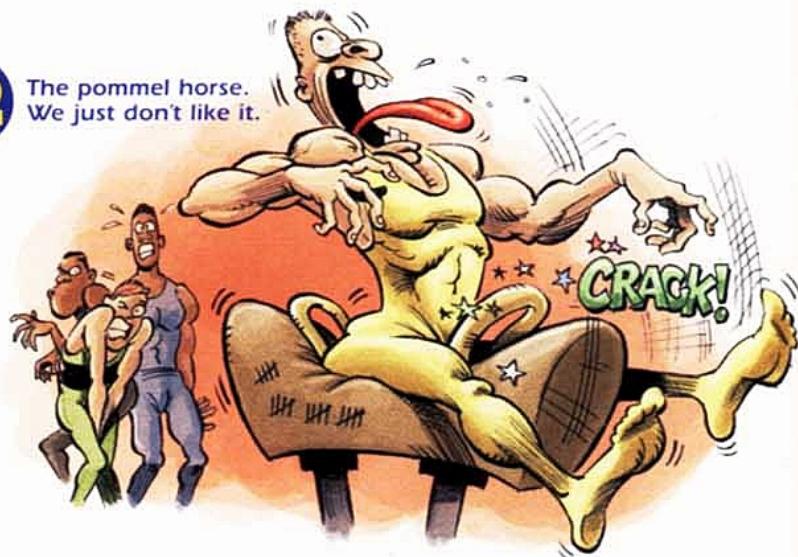


29 Olympic walrus Bela Karolyi putting his ham hands all over a new crop of super-skinny 12-year-olds wearing skin-tight leotards.



31 The Chicago Cubs' incredible management expertise. Hmm, let's see. We've been a sports disgrace for almost a full century, and the future looks twice as bleak...how can we turn things around? I've got it, Chief...let's spend two years pissing off Sammy Sosa!

32 The pommel horse. We just don't like it.



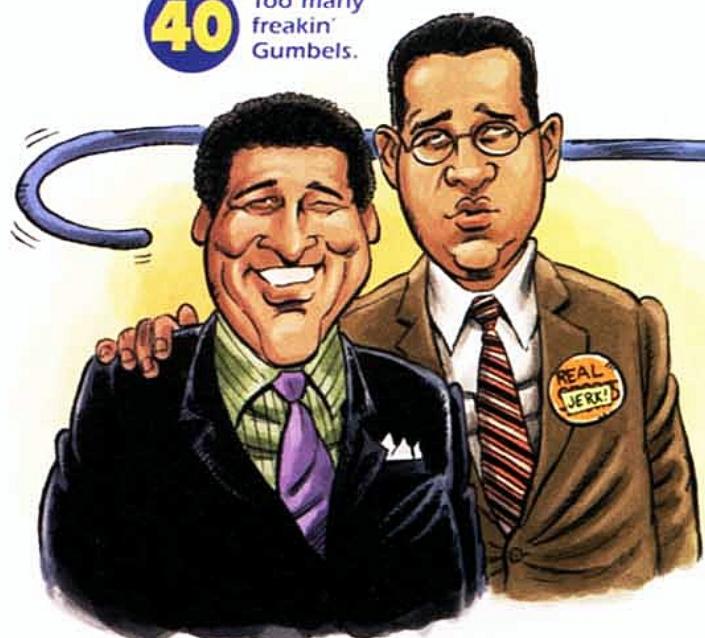
35 Miami Heat coach Pat Riley, putting so much effort into his appearance just to look like the kind of guy who gets whacked 40 minutes into a Martin Scorsese movie.

36

Watching Jack Nicholson

courtside at the
L.A. Forum,
deteriorating
like the pilot who
washes up on shore
in the movie
Cast Away.**37**The XFL: It took NBC an entire season to
figure out what viewers knew after the first
quarter of the first game: Vince McMahon
doesn't know squat about REAL sports.**38**Blubbing, emotional
old Steinbrenner even
more irritating to watch
than belligerent, young
egomaniac Steinbrenner.

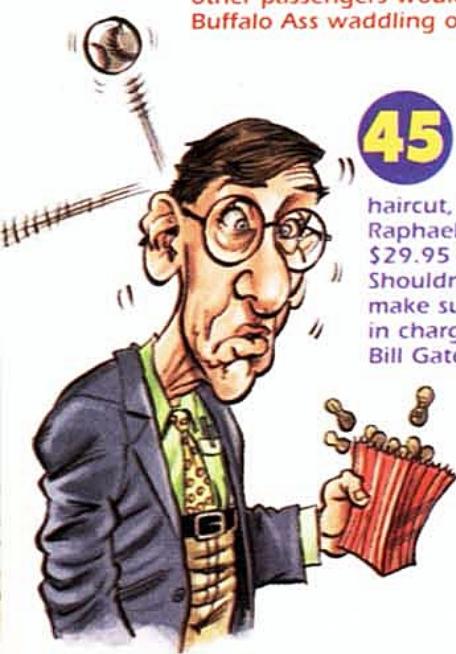
Sob! Sniffle! I want to say that
this Yankee team overcame so
much...so much to get here.
So much money! Boo hoo hoo!
I'm so filled with pride and
gratitude that no one's fired
until November of this year!

**39**The "plausibly live" Olympic coverage that
lets us all thrill to two and a half ad-packed
hours of NBC buildup for a 9-second race
that was already over last night.**40**Too many
freakin'
Gumbels.**41**ESPN's annual
coverage of
America's Cup.
We get to stare
at a never-changing
camera shot of two
yachts for two weeks,
in a best-of-13 scenario
that nobody in the
world who doesn't
have a trust fund
cares about.
WHOO HOO!!!!**42**Sports wrapups that
announce the "results" of
meaningless cnn.com/sports
or espn.com polls with a
straight face. 300 morons pound
"Vote" over and over until Shawn
Kemp gets 88% of the vote for
Greatest Basketball Player Ever,
with Wilt Chamberlain and Bill
Russell tied at 4% apiece.

50 WORST THINGS ABOUT... SPORTS

44

The unending noise over John Madden's private bus. Yeah, we get it. Madden hates to fly. GOOD! Did you ever think how afraid the other passengers would be if they saw Mr. Buffalo Ass waddling onto THEIR airplane?



45

Baseball owner-turned-commissioner Bud Selig and his SuperCuts haircut, his Sally Jesse Raphael glasses, and his \$29.95 Don Knotts suit. Shouldn't any manly sport make sure they have a guy in charge who could take Bill Gates in a slapfight?

46

Everybody's Sucky Posters Non-Stop

48

Notre Dame football. If the team went 1-11, the television suits would STILL give them a prime time bowl game.

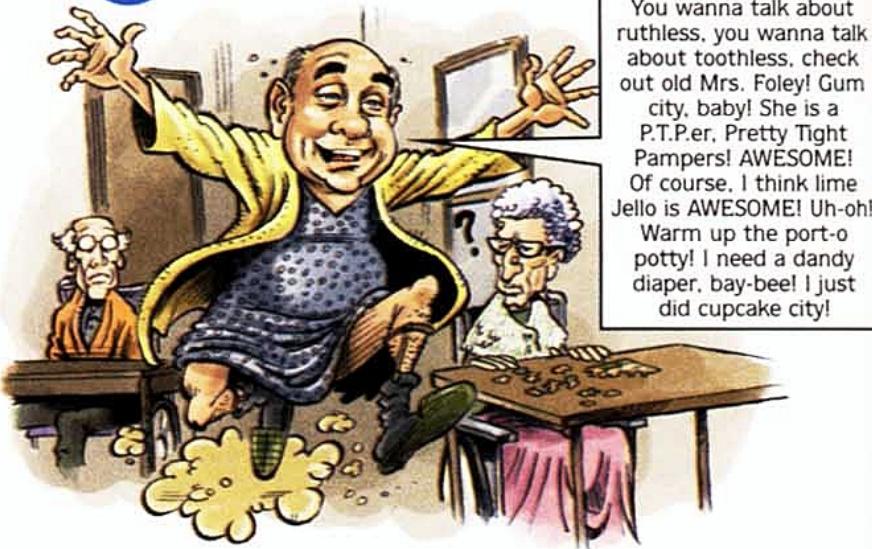
49

Roving gangs of ultra-violent hooligans who plague a real game like soccer, instead of a sport where it would be so much funnier, like bowling or ice dancing.



43

Dick Vitale: If he behaves like this NOW, what happens when he goes senile and loses all his inhibitions?



You wanna talk about ruthless, you wanna talk about toothless, check out old Mrs. Foley! Gum city, baby! She is a P.T.P.er, Pretty Tight Pampers! AWESOME! Of course, I think lime Jello is AWESOME! Uh-oh! Warm up the port-o potty! I need a dandy diaper, bay-bee! I just did cupcake city!

47

The Olympic "Dream Team."

Nothing exemplifies the Olympic ideal better than Allen Iverson bumping the final score up to 128-50 by slamma-jamming over the jaundiced face of a 5-foot-10 Lithuanian center named Gulg.

50

Watching the batters in the Little League World Series call "time" to adjust themselves when their testicles haven't even dropped yet.





You grow about 15% taller during your teen years. Wanna play?

KEVIN GARNETT ©2001 AMERICA'S DAIRY FARMERS AND MILK PROCESSORS



SERGE-IN GENERAL DEPT.

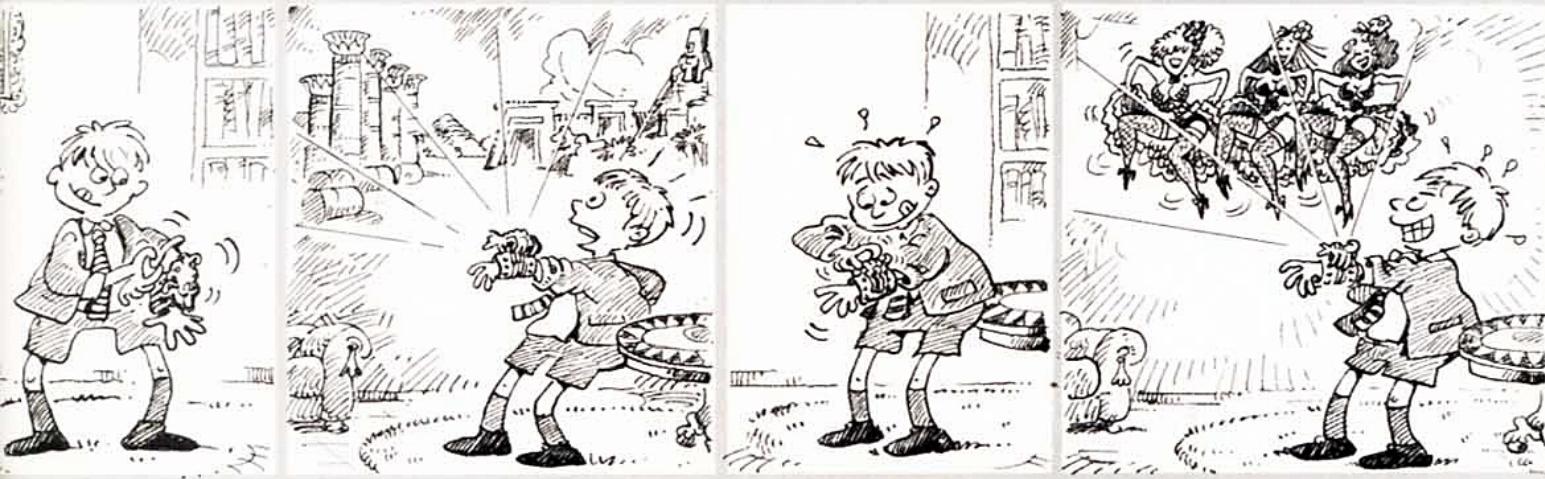
A MAD

LOOK AT THE

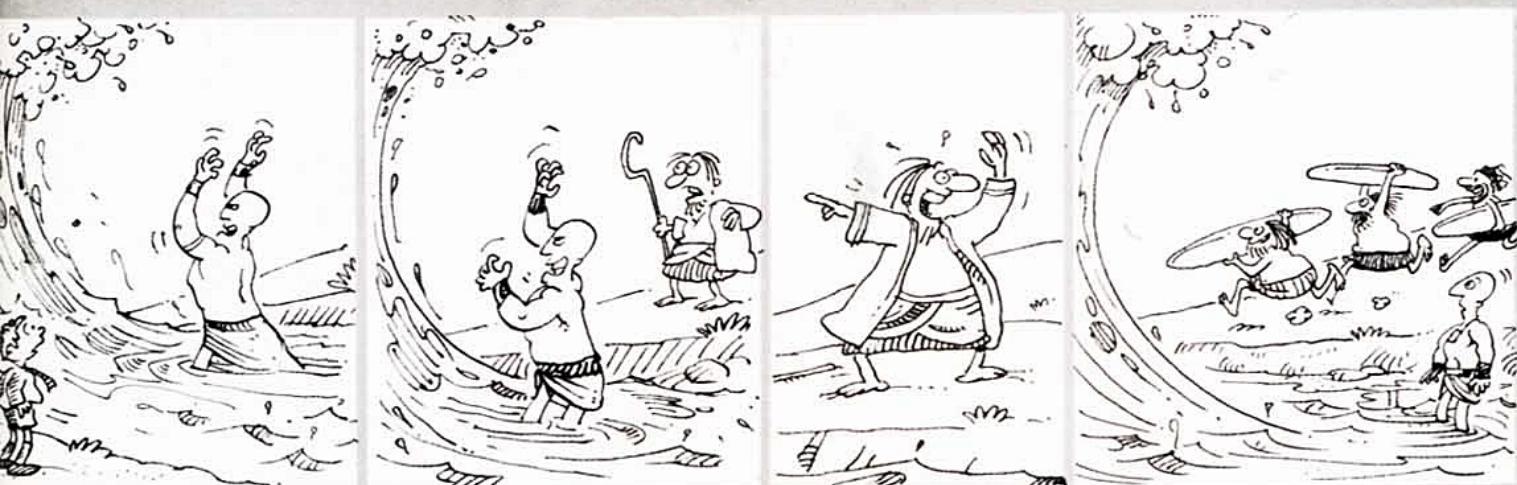
ARTIST AND WRITER: SERGIO ARAGONES



MUMMY RETURNS









WE BRING YOU FLEETINGS DEPT.

It's time to honor once again
The ones who reached the summit,
Then soon would find in days to come
How quickly they could plummet;
So here they are, this hotshot crew
Whose glory came and went;
Their final moment in the sun
Has come as we present...

15 MINU MAD'S LATEST

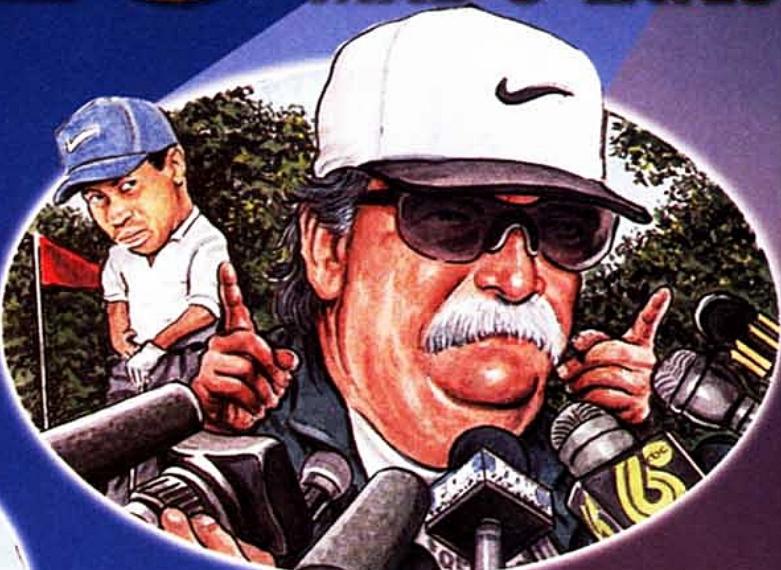
BAHA MEN

"Who let the dogs out?"
Comes the god-awful shout
As their lyric incessantly blares;
We hear the refrain,
We reply in great pain –
"Who Let the Dogs Out?
Who? Who? Who cares?"



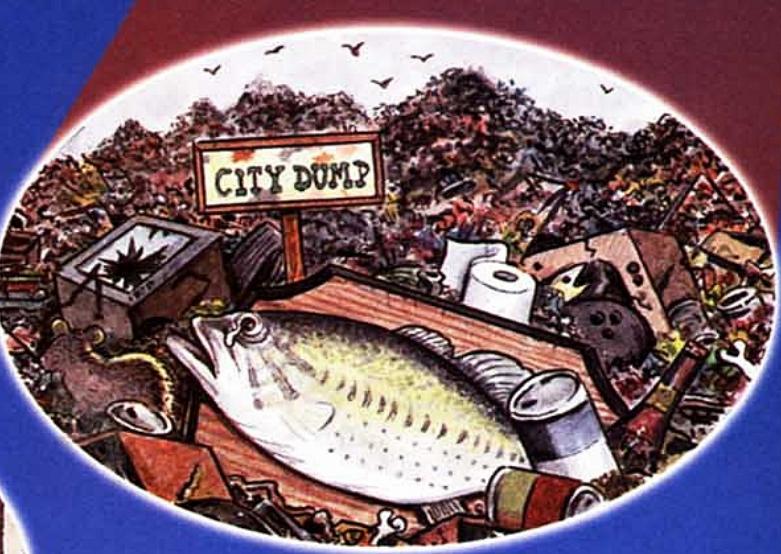
BUDWEISER'S "WHASSUP" GUYS

It was scarcely high art
Like a belch or a fart
When the tube they'd defile and pollute;
We were lucky indeed
In those moments of need
Our remote was equipped with a mute.



FLUFF

Fluff relished success,
Got some fabulous press;
On the fairway with Tiger he'd strut;
But you're way over par
When you upstage a star –
Bye, bye, Fluff, you did not make the cut.



BIG MOUTH BILLY BASS

From his plaque he would croon
A deplorable tune,
Then repeat it 'gainst ev'ryone's wishes;
We can sigh with relief
That his life was quite brief;
Let's give thanks – he now sleeps with the fishes

THE DISPOSABLE DOZEN

OF FAME

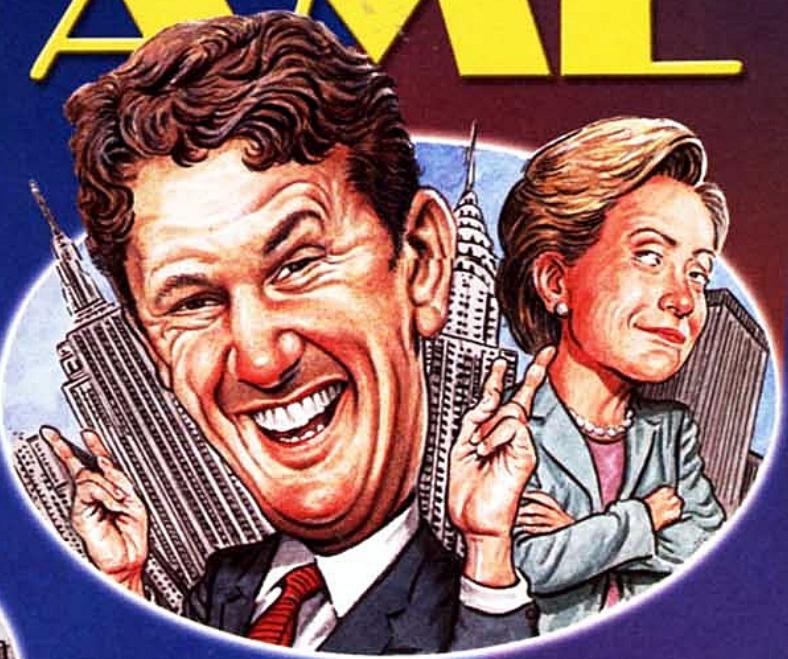
THE PETS.COM SOCK PUPPET

Its investors wiped out,
There was clearly great doubt
That the puppet could earn its own keep;
So, with grief and dismay,
Like most dotcoms today,
The poor mutt was at last put to sleep.



KATHERINE HARRIS

"I must do what is fair,"
She was heard to declare,
"After all, that's what state laws are for."
Her words, once dissected,
Meant "Get Bush elected,
And make sure that we've shafted Al Gore!"



RICK LAZIO

When Rudy withdrew,
The Republicans knew
That their chances of winning were dead;
So they offered up Rick,
Whose campaigning meant dick –
Hell, the chump should have stayed home in bed.



LINDA CHAVEZ

Her maid, Feds made clear,
Was illegally here;
Thus our new Labor Sec she won't be;
Since she's jobless today,
Let her work for low pay,
Cleaning public latrines in D.C.

15 MINUTES OF FAME

MAD'S LATEST DISPOSABLE DOZEN

JOHN CARPENTER

As the first "Millionaire"
Regis crowned on the air,
He was showered with many a plaudit;
But he still goes to work
As an IRS clerk –
Lucky guy – his own tax he can audit.



DARVA CONGER

With her "privacy" gone,
She survived and moved on,
When in Playboy she posed in the raw;
Half the world now has viewed
Darva totally nude,
Which is more than poor Rick ever saw.



MARISLEY SIS GONZALEZ

As Elian's cousin,
She kept us all buzzin';
But shortly her motives were clear –
The way to be seen
Ev'ry night on the screen
Was to keep the poor kid rotting here.



RICK ROCKWELL

He came off like a schmuck,
So for us it's good luck
That he isn't hot news any longer;
Still, we feel for the guy;
If you want to know why,
See our ditty about Darva Conger.



7-11 PM {e/p}



What do you think
you're doing?

Instead of *Courage the Cowardly Dog*, you're
watching the same thing you did as a little kid?

Scary.

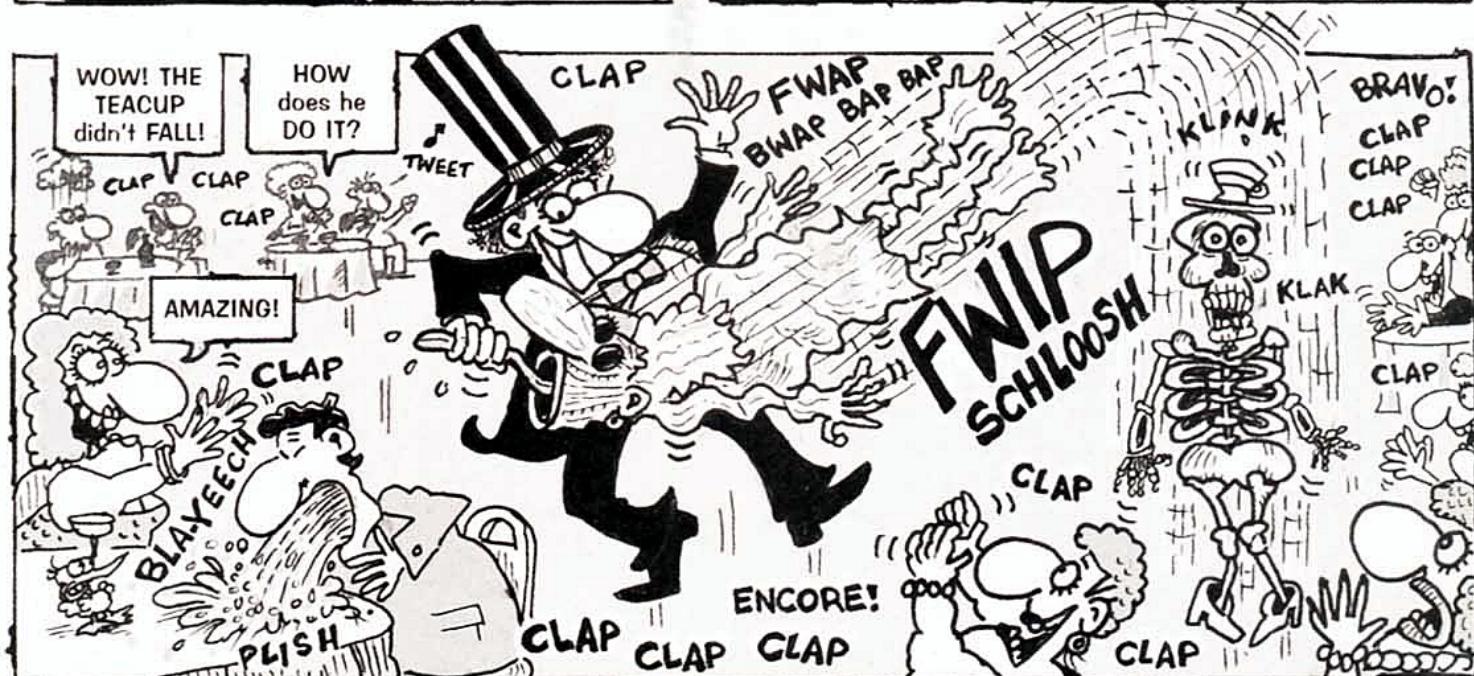
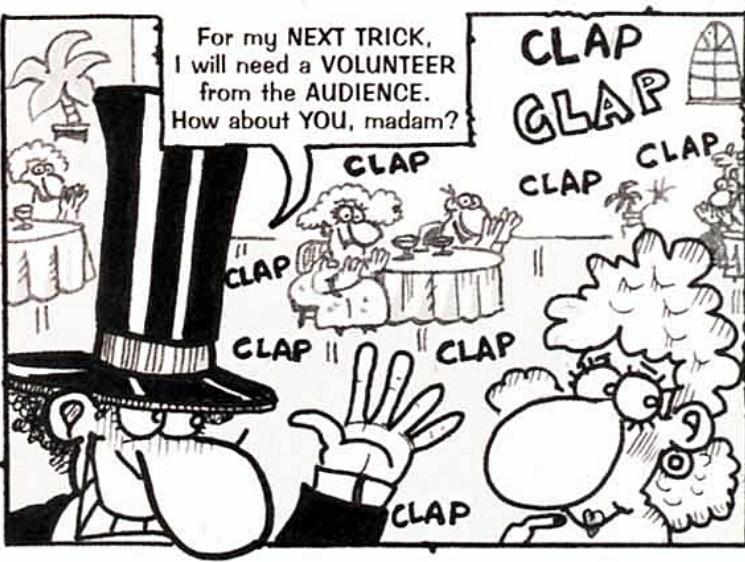
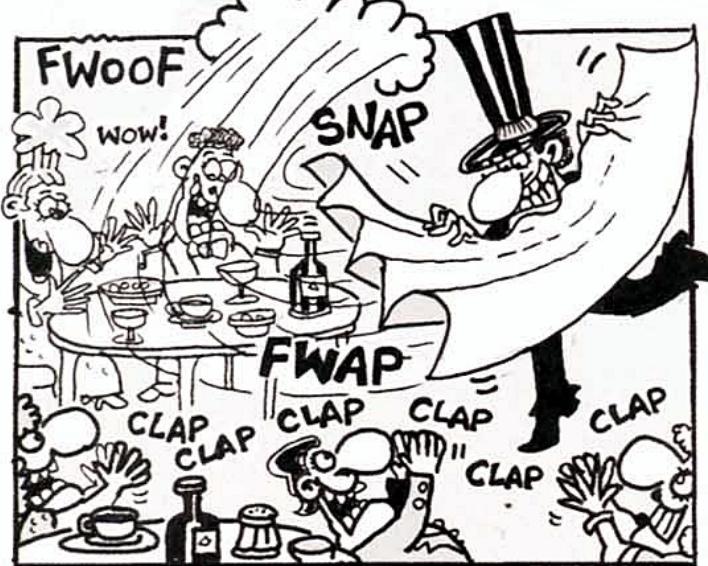


Watch Cartoon Cartoon Fridays 7-11pm only on

**CARTOON
NETWORK**
CartoonNetwork.com
AOL Keyword: Cartoon Network

TALES FROM
the DUCK SIDE

THE
MIRACLE JERKER



7-11 PM {e/p}



What do you think
you're doing?

Instead of Dexter's Laboratory, you're watching
the same thing you did as a little kid?

That's stupid.



Watch Cartoon Cartoon Fridays 7-11pm only on

**CARTOON
NETWORK**

CartoonNetwork.com

AOL Keyword: Cartoon Network

Tired of Being Freakishly Ugly?

Now You Can Have the Body You Want at a Price You NEVER Imagined!

Impulsive Plastic Surgery

For thirteen months, The Garish Institute For Impulsive Plastic Surgery has been helping the hideously ugly, disturbingly large and the excessively vain think they look better with the help of the latest radical surgery procedures. Our board certified Dermatologists, Taxidermists and Philatelists see the true beauty of every ass that walks in our front door. Whether your buttocks are sagging, your breasts are drooping, or the end of your nose is frequently in a different room than you are, our operators are standing by and ready to begin cutting!*

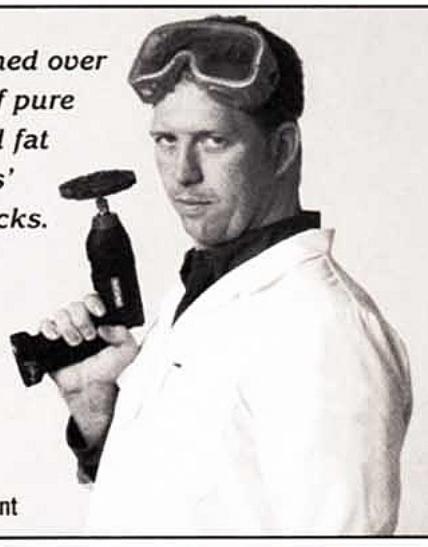
*If you want a doctor to do the cutting, fees are slightly higher.

Our courteous staff of self-trained professionals has more than 50 years of experience in plastic surgery and related fields, including kosher and non-kosher butchery. Come in for a free consultation and *assault on your self esteem!*

WE OFFER A FULL RANGE OF TREATMENTS, INCLUDING:

- ✓ Penile Resurfacing
- ✓ Strand-By-Strand Ear Hair Replacement
- ✓ Encrusted Navel Sandblasted And Excavated
- ✓ Goiter Reshaping And Shaving
- ✓ Testicular Alignment, Rotation And Balancing
- ✓ Double Chins Steam Cleaned And Flossed
- ✓ Nostrils Scraped And Pressure Washed

"We've liposuctioned over 10,000 gallons of pure yellow congealed fat from our patients' thighs and buttocks. Come see every drop of it in our waiting room's giant display tank!"



— Dr. Frederick Garish
Chief Surgeon and Litigant

The Garish Institute For Impulsive Plastic Surgery

REMEMBER, APRIL IS
"BREAST AUGMENTATION MONTH!"



SPECIAL

3 FOR THE PRICE OF 2 SALE!

We offer the latest in triangular, hexagonal and octagonal shapes!

Bring the Dog! 50% Off
We operate For Repeat
on pets, Customers!
(If It's To Repair
Our First Botched
Surgery)

A MAD
AD
PARODY

PHOTOGRAPHER: IRVING SCHILD

WRITERS: JOE RAIOLA & J. PRETE



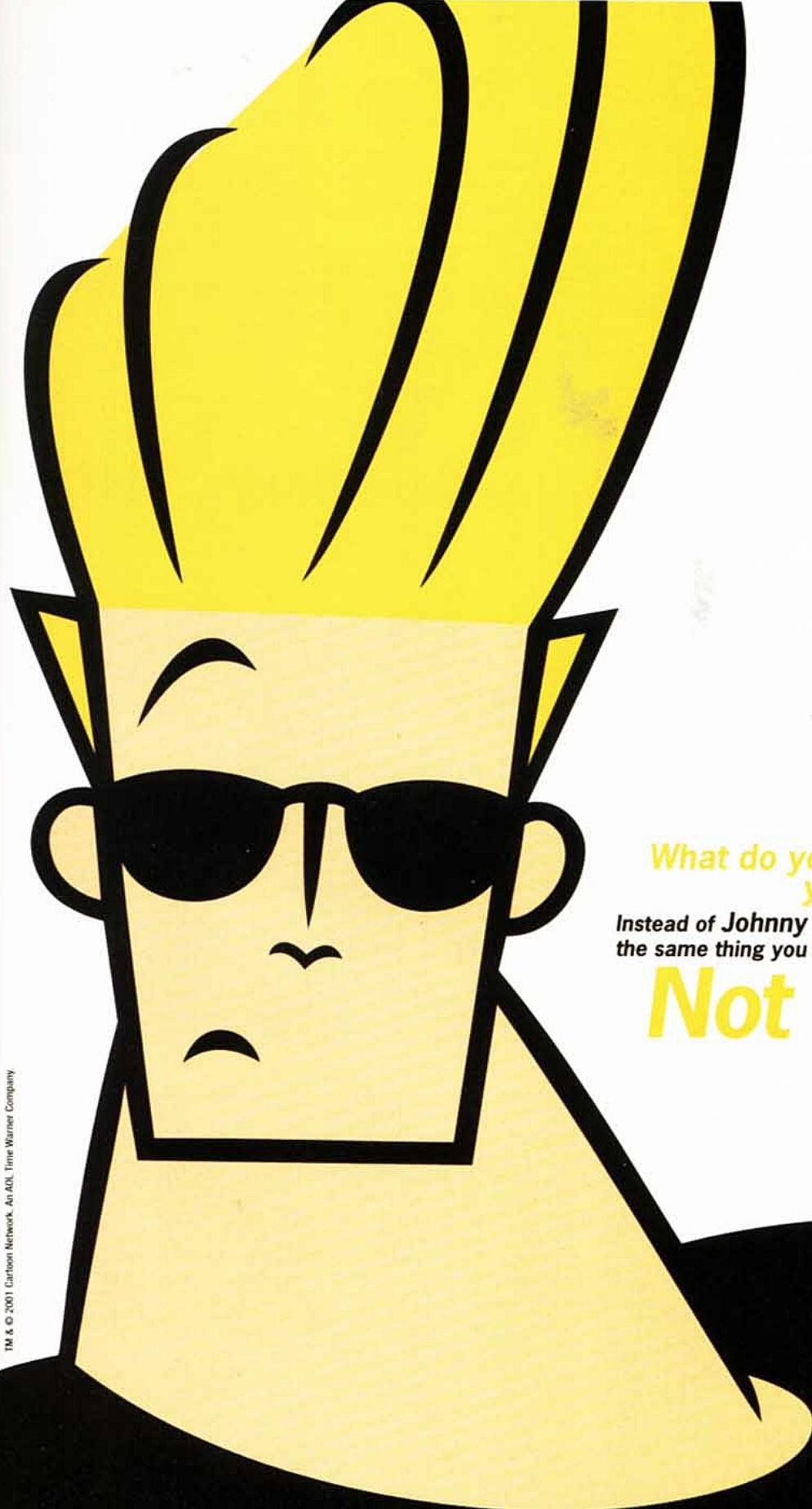
7-11 PM {e/p}



What do you think
you're doing?

Instead of Johnny Bravo, you're watching
the same thing you did as a little kid?

Not pretty.



Watch Cartoon Cartoon Fridays 7-11pm only on

**CARTOON
NETWORK**
CartoonNetwork.com
AOL Keyword: Cartoon Network

Okay, the lead actor in this series is not exactly a babe magnet. Nonetheless, this comedy looms large on the CBS schedule. Mothers, grab hold of your little ones. Here is...

the King

I'm Dudd Heftyone! I'm a parcel delivery man with simple bread and butter tastes. I like twelve-foot subs, bowling, drumsticks, WWF Smackdown, and, most of all, bread and butter! I'm a guy's guy! If you tickle me my belly shakes, if you stab me I bleed gravy! No one's confusing me with Frasier! I have two big loves in my life. I love my 70-inch big-screen TV and I love my wife! With the TV I can make adjustments!

I'm Dudd's wife, Carrpy! When I signed on to do this CBS Monday night comedy series the executives told me my leading man would be a combination of Ted Danson and Ray Romano! They didn't tell me they were talking gross weight! It's not exactly a "Chick Show," but the humor on this series is relatively sophisticated. No one started hurling till episode six! On this show, Dudd and I are childless. Let me rephrase that. We do have a baby. He happens to be 70 years old! Meet the Parent!

I'm Archer Boomer! I'm a Father-in-law once removed. Once removed from Seinfeld! I play a senile loose cannon! Some days I can be cantankerous, arrogant and cranky. Most days I won't be that pleasant! On my last series I also lived in Queens. After 40 years in show biz my career has come down to this: moving around the borough annoying people!



-size of QUEENS

ARTIST: ANGELO TORRES

WRITER: JOSH GORDON

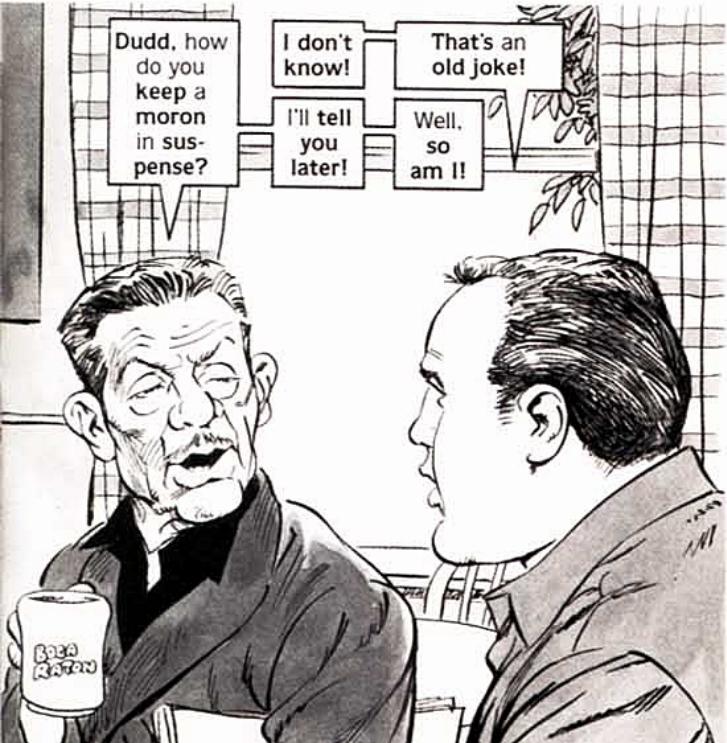
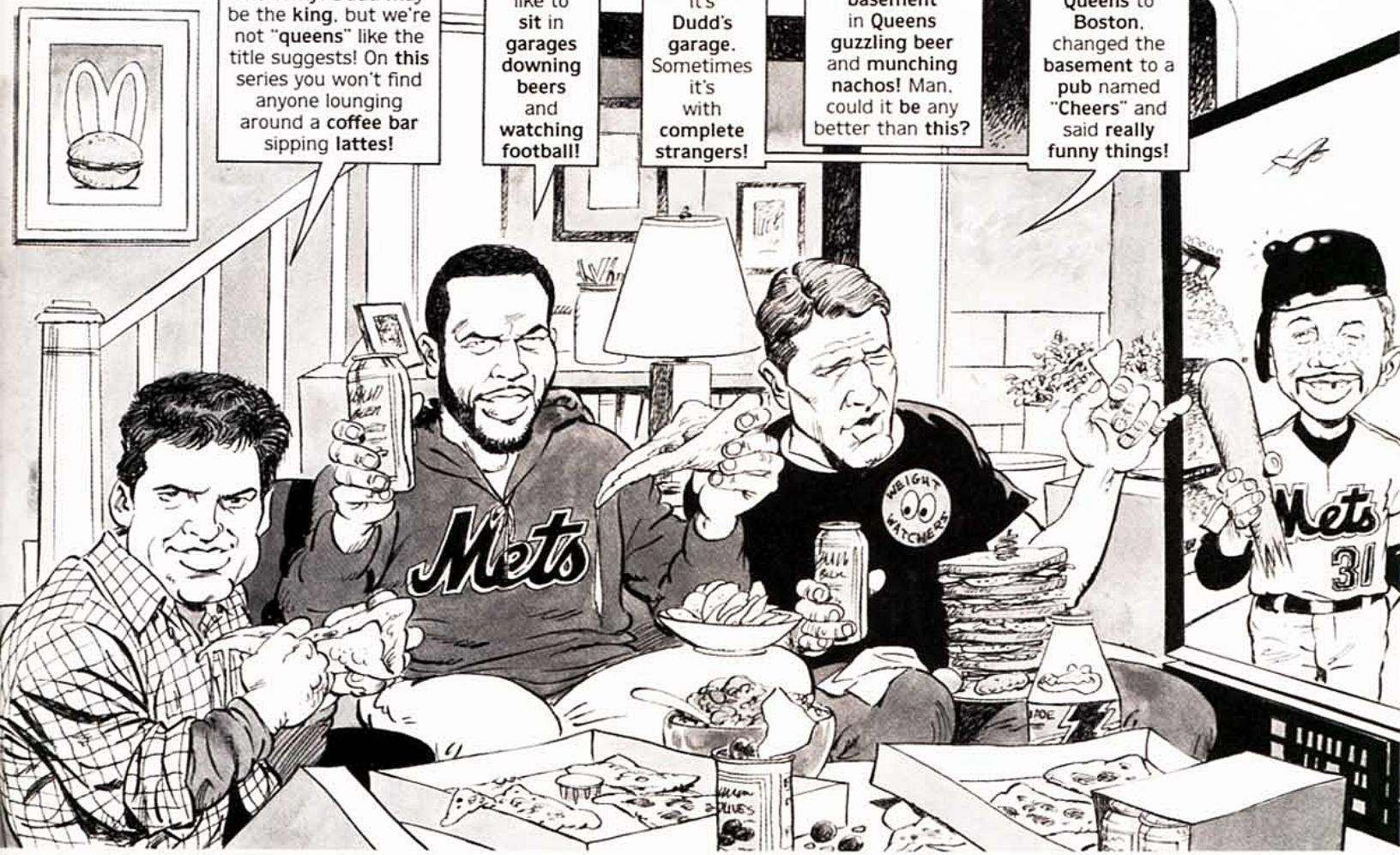
We're Dudd's macho buddies. Shpritz, Deak and Itchy! Dudd may be the king, but we're not "queens" like the title suggests! On this series you won't find anyone lounging around a coffee bar sipping lattes!

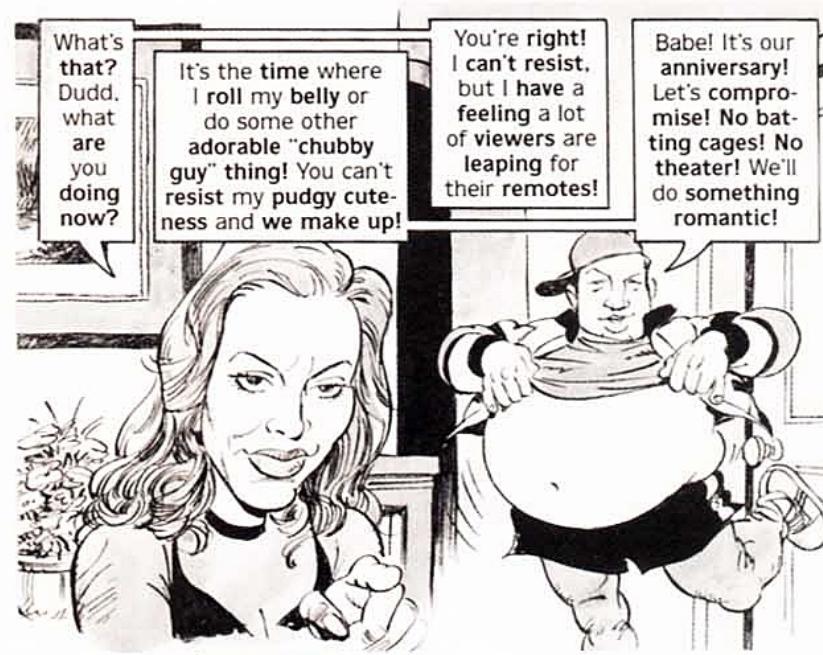
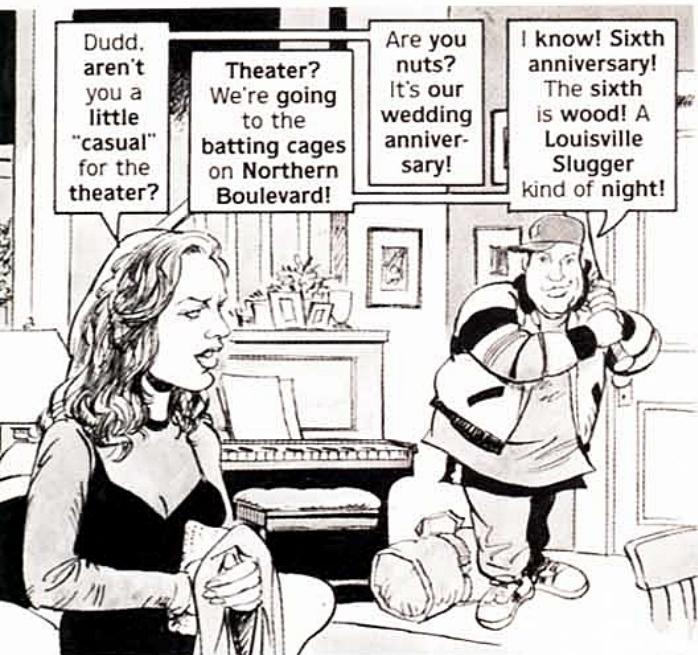
We like to sit in garages downing beers and watching football!

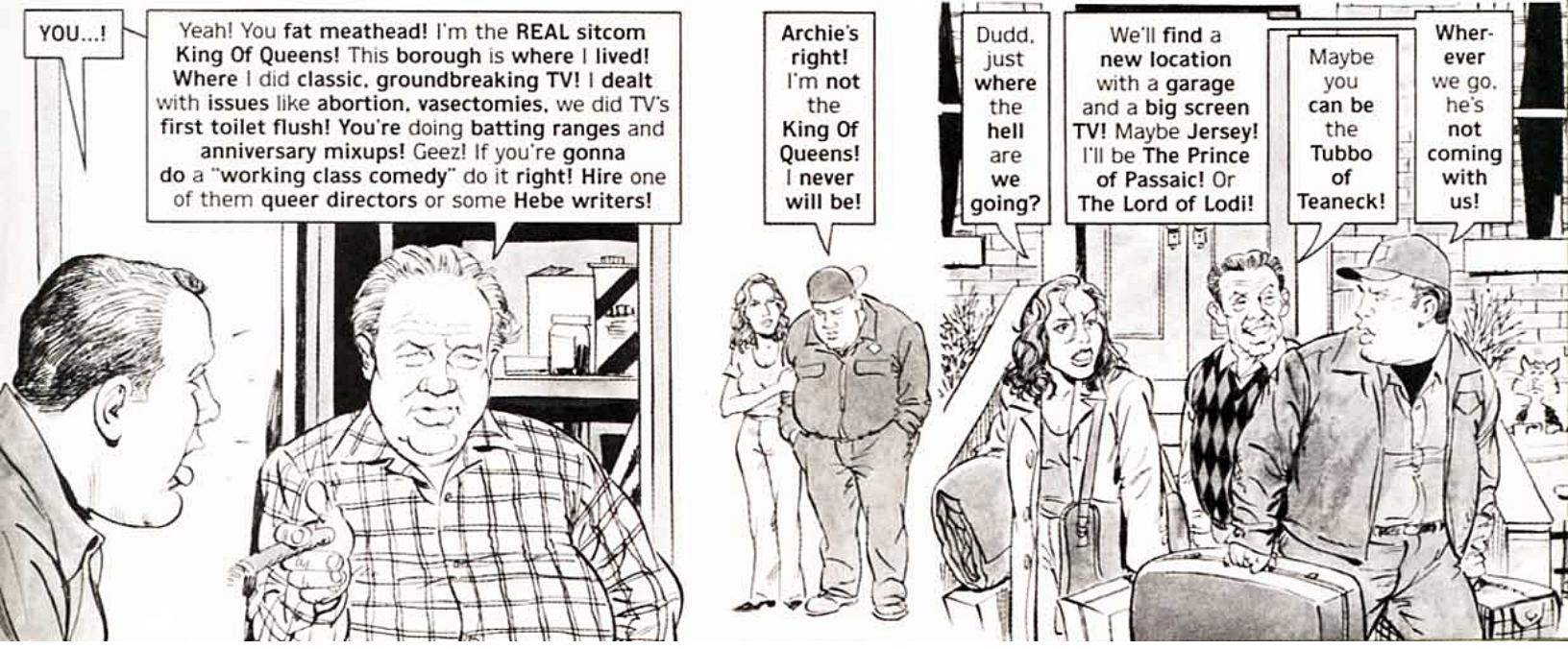
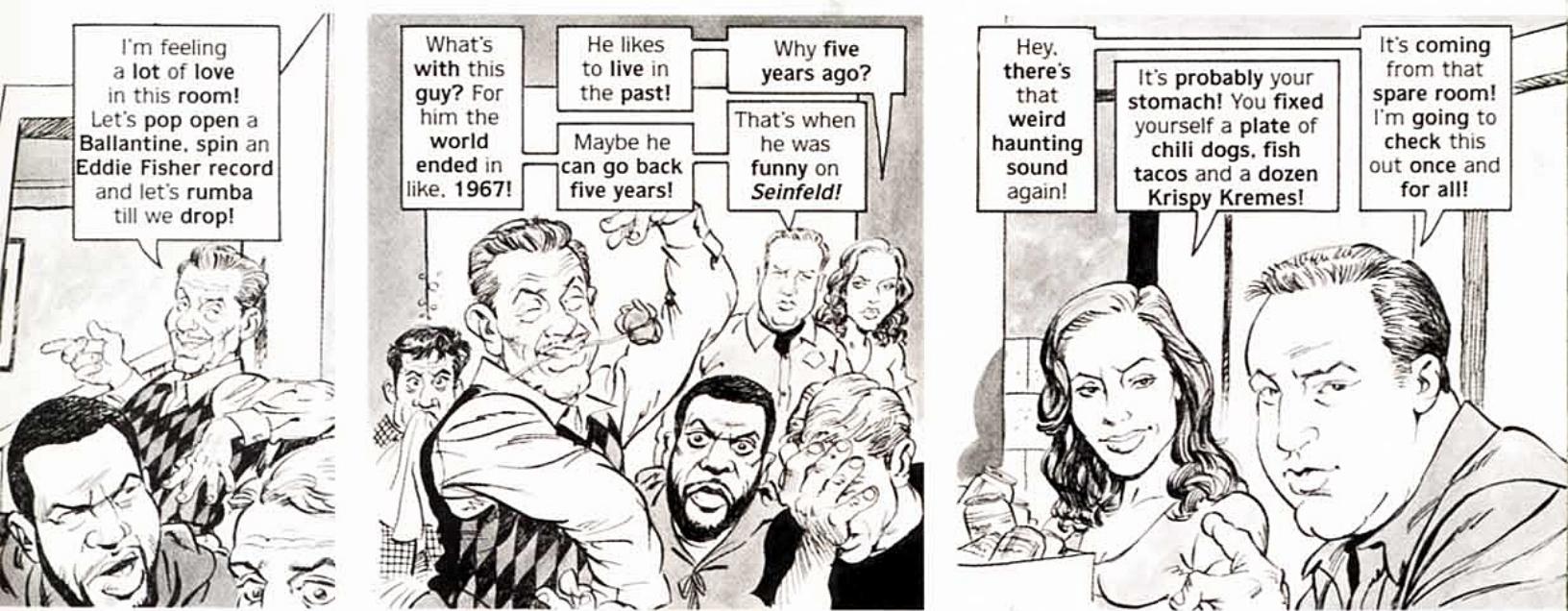
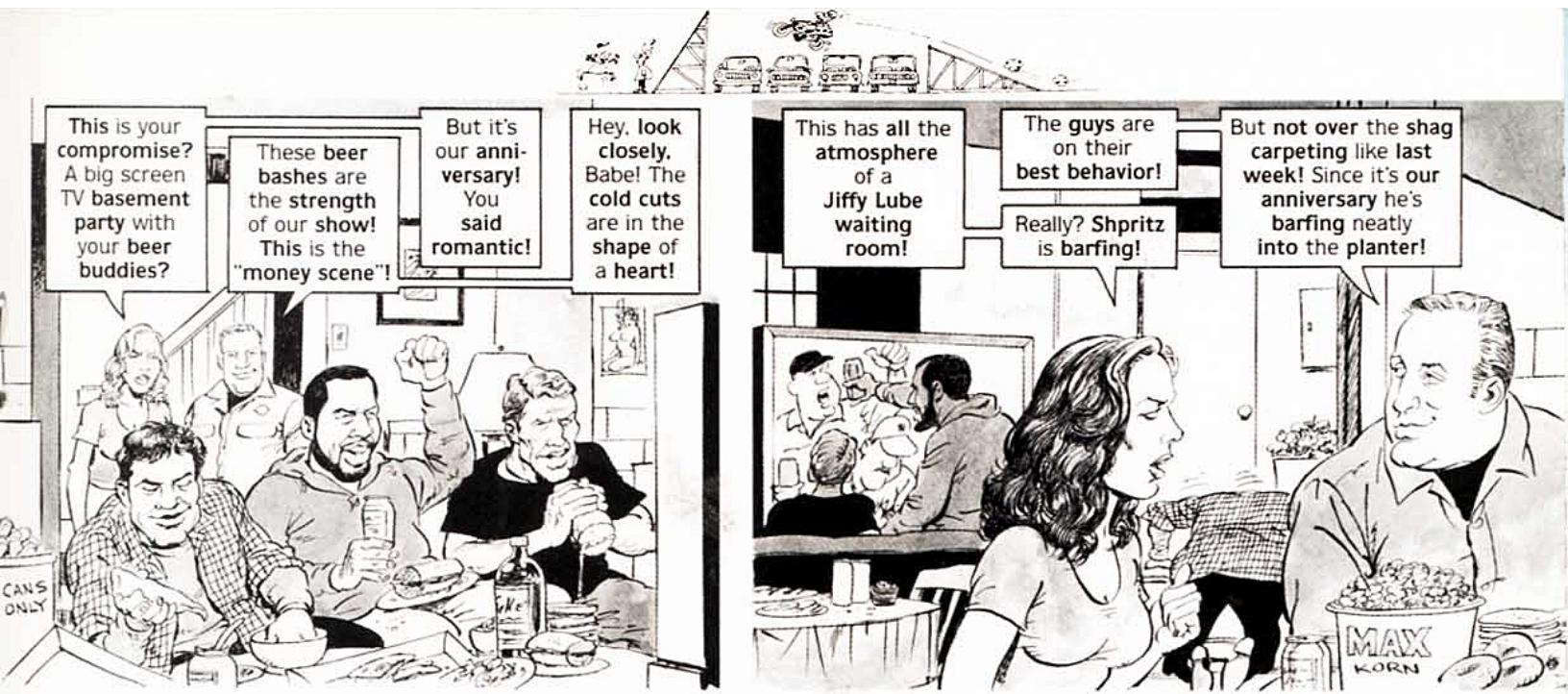
Sometimes it's Dudd's garage. Sometimes it's with complete strangers!

Guys sitting around a basement in Queens guzzling beer and munching nachos! Man, could it be any better than this?

It could be if we changed Queens to Boston. changed the basement to a pub named "Cheers" and said really funny things!

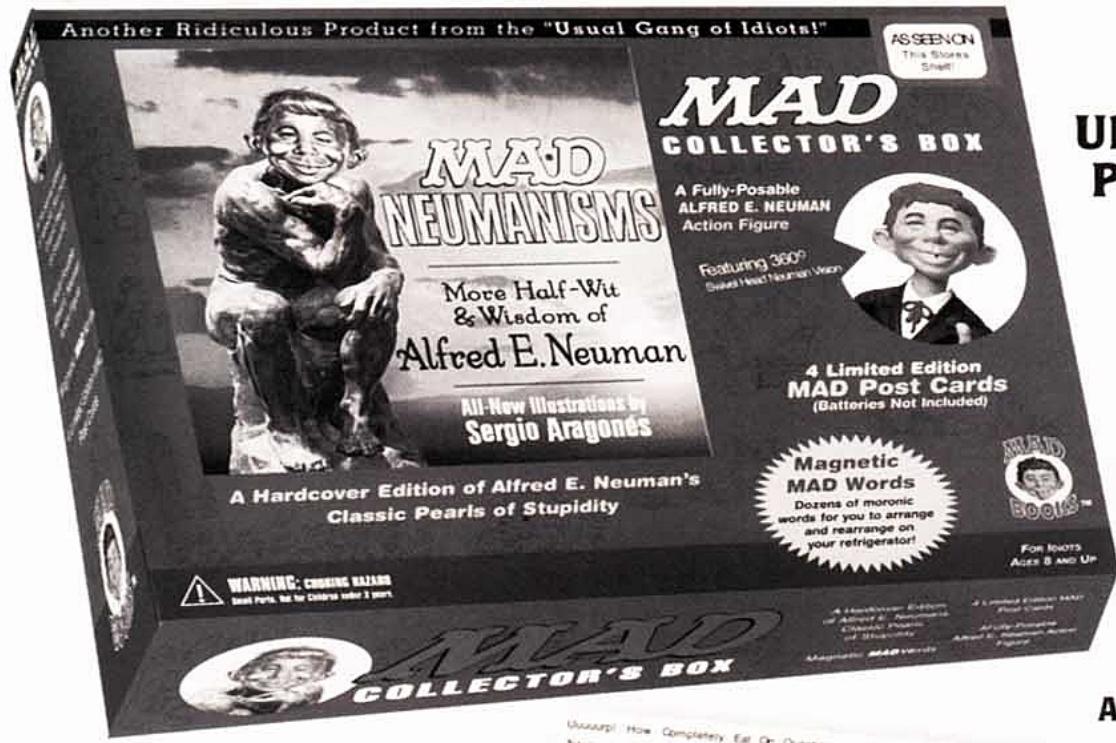






FREE MAD BOX!!!

You Just Pay for the Ridiculous Collectibles Inside!



MAD Magnetic Word Jumble

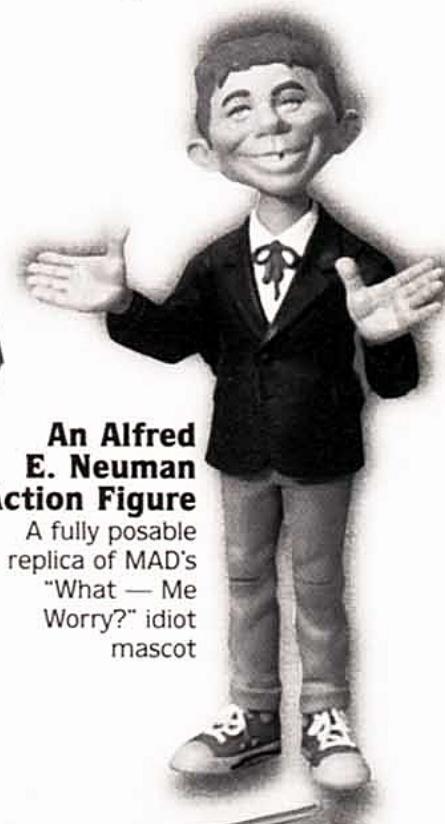
A collection of dozens and dozens of MAD-inspired words allowing you to go *potrzebie* and create *furshlugginer* MAD prose and poetry on any surface! The magnetic back even allows you to stick 'em on your refrigerator. (Refrigerator not included.)



4 Full-Color MAD Postcards

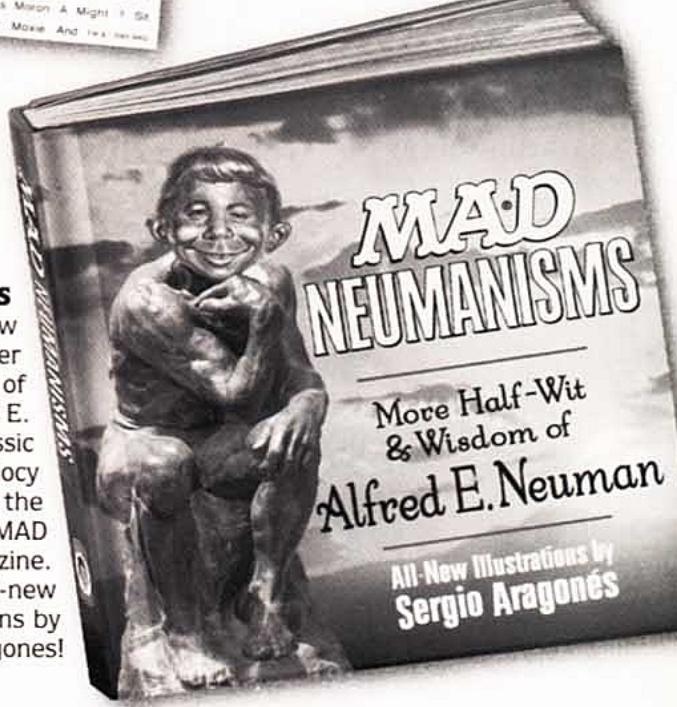
They're what friends and enemies sent to each other before e-mail! Try 'em, you'll like 'em! (Mail carrier not included.)

Our All-new Ultimate Collector's Package Includes:



An Alfred E. Neuman Action Figure

A fully posable replica of MAD's "What — Me Worry?" idiot mascot



Neumanisms

An all-new hardcover collection of Alfred E. Neuman's classic pearls of idiocy mined from the pages of MAD magazine. Featuring all-new illustrations by Sergio Aragones!



YOSEMITE SHAM DEPT.

If you're planning on visiting one of our national parks, you better hurry before President Cheney — oops we mean President Bush — begins drilling for oil under each and every rock like he was Jed Clampett on a Saturday night bender. But at least for now these great natural wonder treasures are here for you to enjoy and us to make fun of. Here's...



A MAD PEEK BEHIND THE SCENES AT A NATIONAL PARK

This campsite will be such a wonderful escape from the over-crowded city!

This campsite will be such a wonderful escape from the over-crowded city!

This campsite will be such a wonderful escape from the over-crowded city!

This campsite will be such a wonderful escape from the over-crowded city!

This campsite will be such a wonderful escape from the over-crowded city!

CAUTION BEARS ARE NOT TAME OR THE LAW

They've got patented grip tight soles, a rubber toe bumper, a padded gusset tongue and a waterproof Gore-Tex lining!

Are you ready to go for a hike?

No way! I'm gonna stay here at base camp! If anything happened to these \$500 boots I'd kill myself!

Those are really great hiking boots!

VISITORS CENTER INFORMATION

C'mon, kids! We've been here for two days! Isn't anybody gonna get out and look around?

I'm not leaving the air conditioning!

I'm not leaving the VCR!

I'm not leaving the Internet!

I'm out here in the woods with only a pair of tweezers, two batteries and a broken compass...this awesome Outward Bound program is teaching me how to survive out here on my own!

Looks like we've got another Outward Bound success story here!

You bet! We spent two bucks on his supplies and we're milking yet another sucker outta five grand!

Let's face it, we are lost!

I thought your Global Positioning System searched the sky for satellites to pinpoint our position!

It does!

So how could we be lost?

Because the very first thing it searches for is fresh batteries, and I forgot to put them in!

5 MILE PORTAGE

You clumsy jerk! You knocked my marshmallow into the fire, you stupid bastard!

Ever since *The Blair Witch Project*, I haven't felt safe hanging out in the woods!

Me neither! I live in terror of running into a group of screaming idiots chasing after each other with a video camera to make a low-budget movie!

Sitting around a campfire is a celebration of the peace and serenity of the beautiful bonds of human kind in nature!

Indeed! This is really great! It's the very essence of community and...oops!

FOR FIRE ONLY.





The only theme we look for when eating out is fine dining in a relaxed atmosphere. But somewhere along the way somebody thought restaurant patrons would like to look at Rod Stewart's arch supports while chowing down, so The Hard Rock Cafe was born. Other theme restaurants followed, some going out of business faster than Ricki Lake going through an all-you-can-eat shrimp bar! The ones that tanked the fastest are catalogued in...

MAD'S GUIDE TO

OUT-OF-BUSINESS Theme

NORA'S ARK



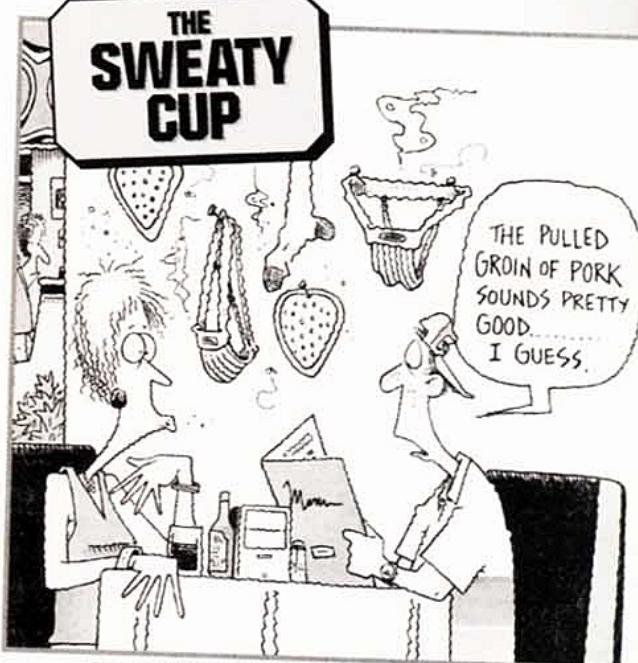
REASON FOR FAILURE...It turned out that welding is just not a theme conducive to fine dining

BUCK'S TEXAS CHAINSAW STEAKHOUSE



REASON FOR FAILURE...Tableside slaughtering is not as romantic as it sounds

THE SWEaty CUP



REASON FOR FAILURE...The so-called "Sports Memorabilia" adorning the walls left a lot to be desired

IRV'S CHANNEL MARKER



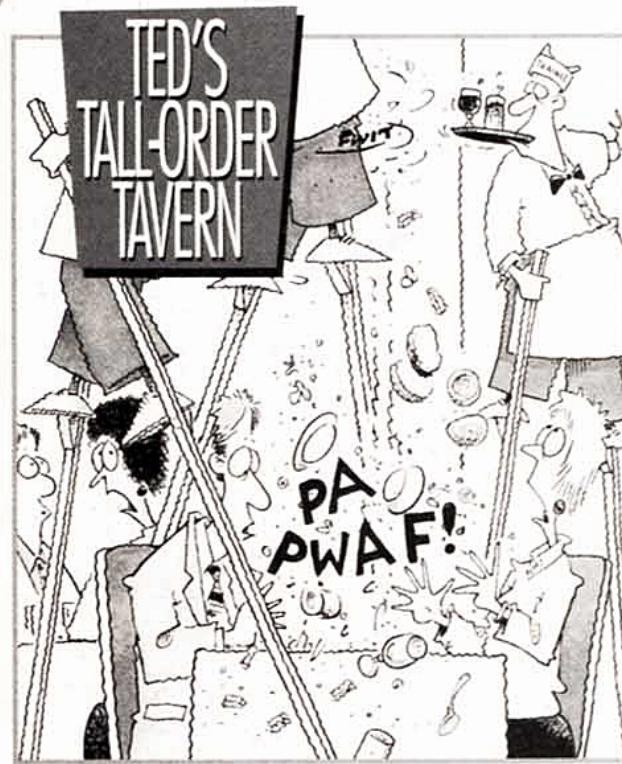
REASON FOR FAILURE...Somehow, the innate charm of dining al fresco on a working buoy maintenance barge just never caught on

Restaurants

...AND THE REASON THEY WENT BELLY UP



REASON FOR FAILURE... Trying to build a customer base on the premise that they're a "Chaw Friendly" establishment was just a bad idea from the get-go



REASON FOR FAILURE... Waiters on stilts made some diners a bit uncomfortable



REASON FOR FAILURE... All meals were served "Dysfunctional Family Style"



REASON FOR FAILURE... The two-waiters-per-table experiment just didn't cut it



These days you can't turn your head without seeing someone else pitching a product. It's time for our hero to get on board. It's...

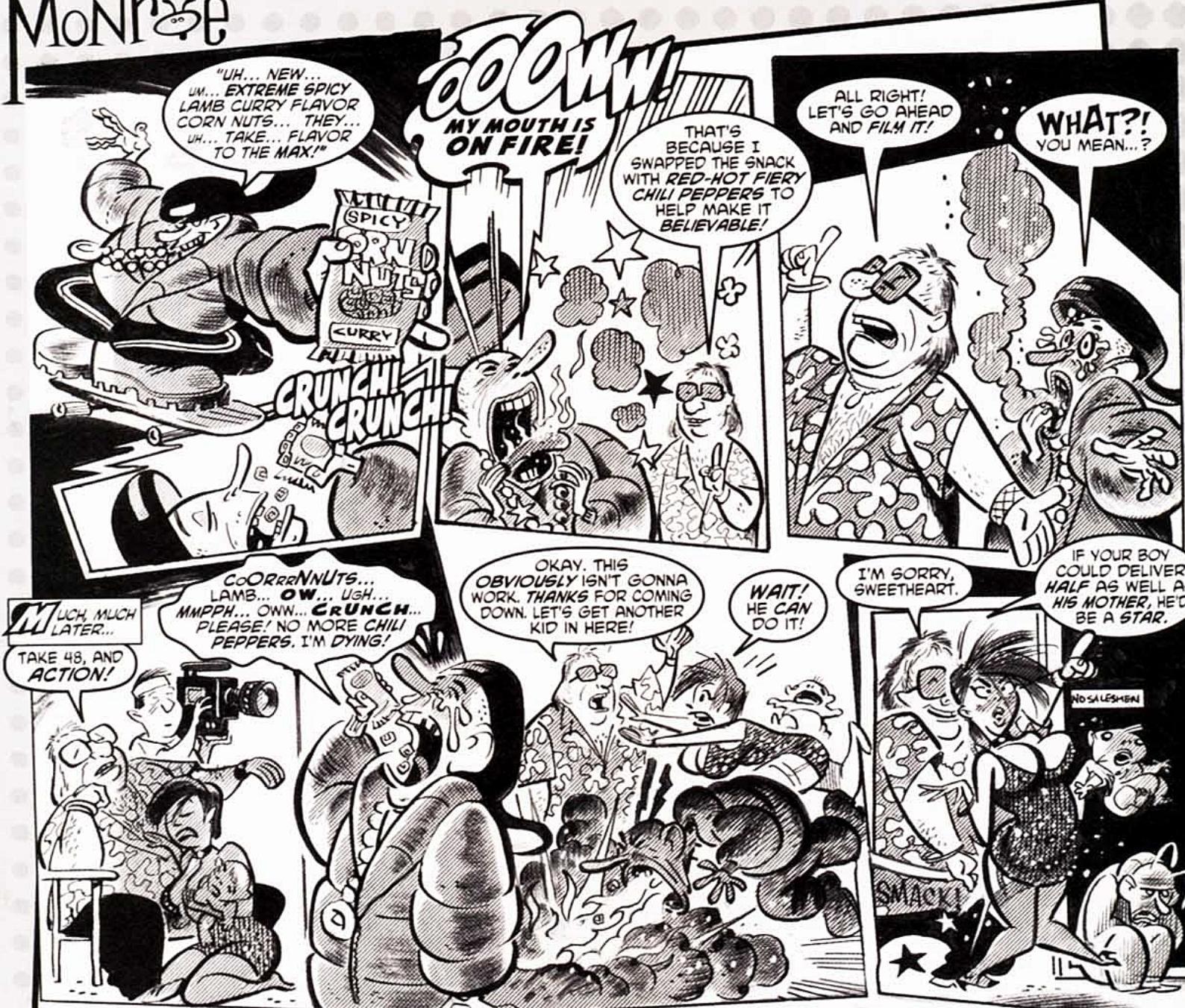
Monroe and...



THE TV COMMERCIAL



MoNkose



TIME CRISIS PROJECT TITAN

Second Place
Sorry loser, this ain't like a race.
Here's your reward
for second place.

Congratulations! You're history

Get a tight grip on your Guncon™ and be ready to pull the trigger — A lot — because in this mission, it's finish or perish. And let's hope you've got a fast aim. Time will be flying as fast as the ammo.



Guncon
FOR USE WITH
THE NAMCO GUNCON



Animated Violence

namco
WWW.NAMCO.COM

All new and enhanced graphics.



All new Consecutive Hits Counter:
Shoot straight. Live longer.

Gain clearer shots with awesome
new multi-hiding feature.



Comes with Guncon—still the
straightest shooting lightgun
out there.



Classic Time Crisis
"Duck 'n Shoot" System.

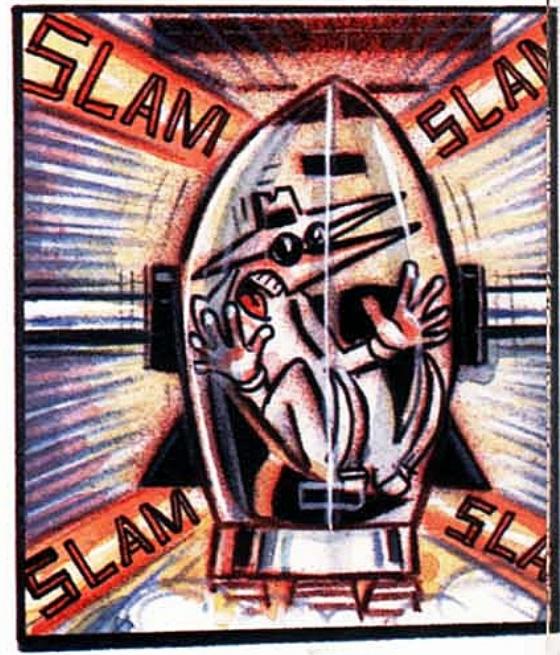
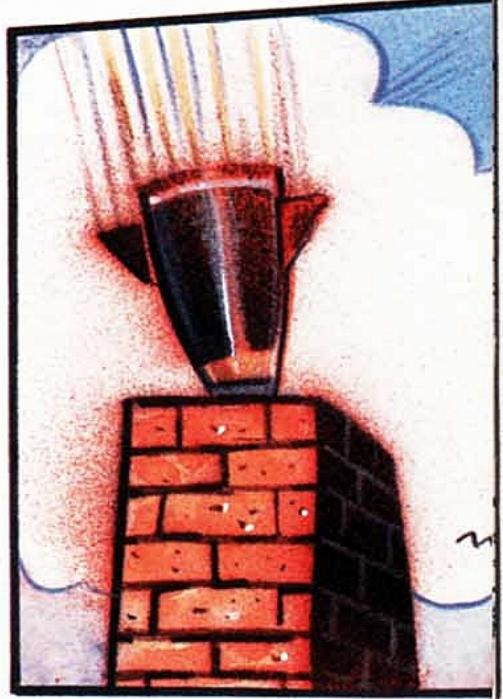


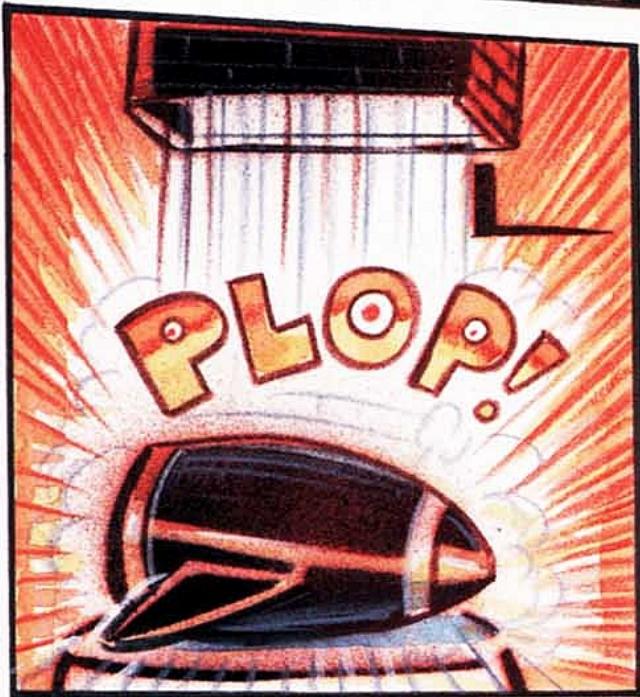
**TIME
CRISIS
PROJECT TITAN**

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JOKE AND DAGGER DEPT.



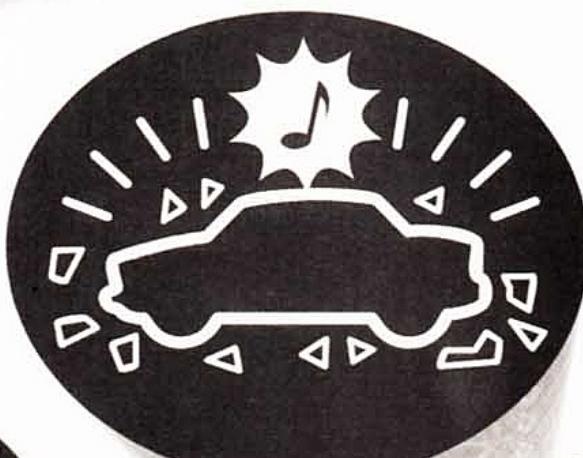




The automobile dashboard used to be such a simple thing — gauges told you how much gas you had and how fast you were going. Along the way, though, two things happened to drivers: we got lazy and we got stupid. Instead of checking the oil, a light

DASHBOARD "IDIOT LIGHTS"

OBNOXIOUSLY LOUD
BOOMING BASS IS CAUSING
PARTS OF CAR TO FALL OFF



DEAD ANIMAL CAUGHT IN GRILL



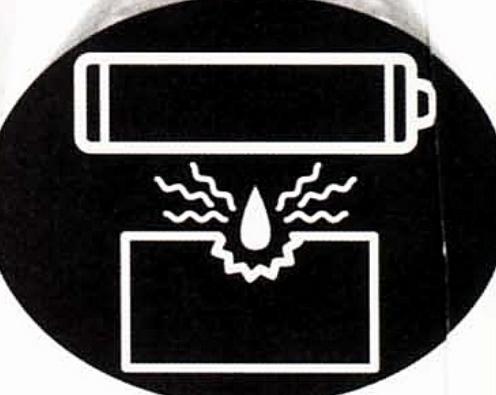
CHILD'S TOY HAS BECOME
WEDGED UNDER BRAKE PEDAL



DANGEROUS AMOUNTS OF
FAST FOOD GARBAGE ON FLOOR



DRUNKEN PASSENGER HAS
PUKED IN BACK SEAT



BATTERIES IN FLASHLIGHT IN
GLOVE COMPARTMENT ARE LEAKING
ALL OVER INSURANCE CARD



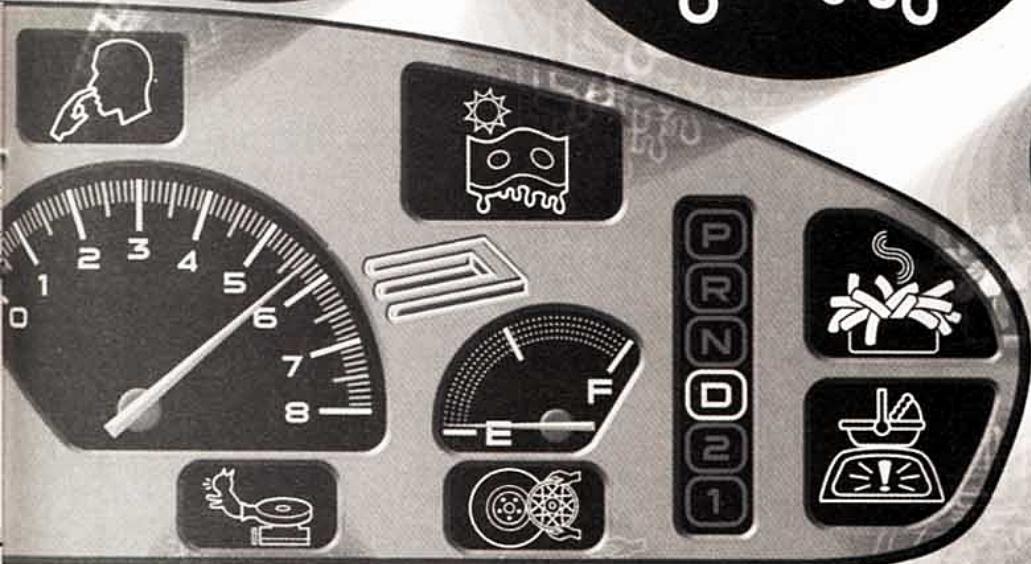
tells us when it's low. Rather than making sure we close the friggin' door, another warning light goes off. And while these "idiot lights" give us the freedom to concentrate on making cell phone calls, fiddling with the radio and applying makeup, the dashboard still doesn't give some truly essential driving information. It's high time we had these...

WE DESPERATELY NEED

EXCESSIVE NOSE PICKING BY DRIVER



RENTEDVIDEOTAPE ON REAR
WINDOW SHELF HAS BEEN
DESTROYED BY SUN EXPOSURE



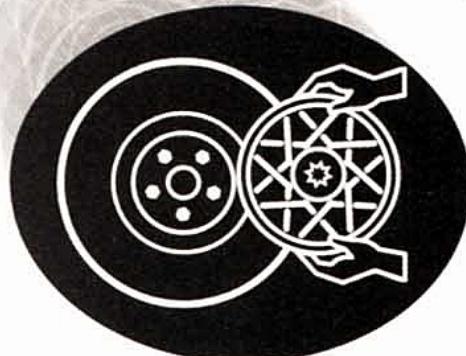
UNDUMPED ASHTRAY HAS
REACHED CRITICAL MASS



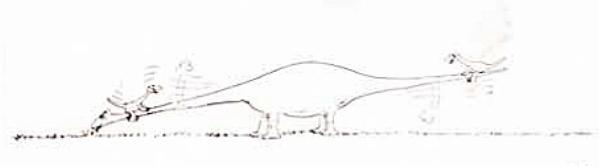
FORGOTTEN INFANT
ON TOP OF CAR



CAT SLEEPING ATOP WARM
MANIFOLD HAS BEEN
PULLED INTO THE ENGINE

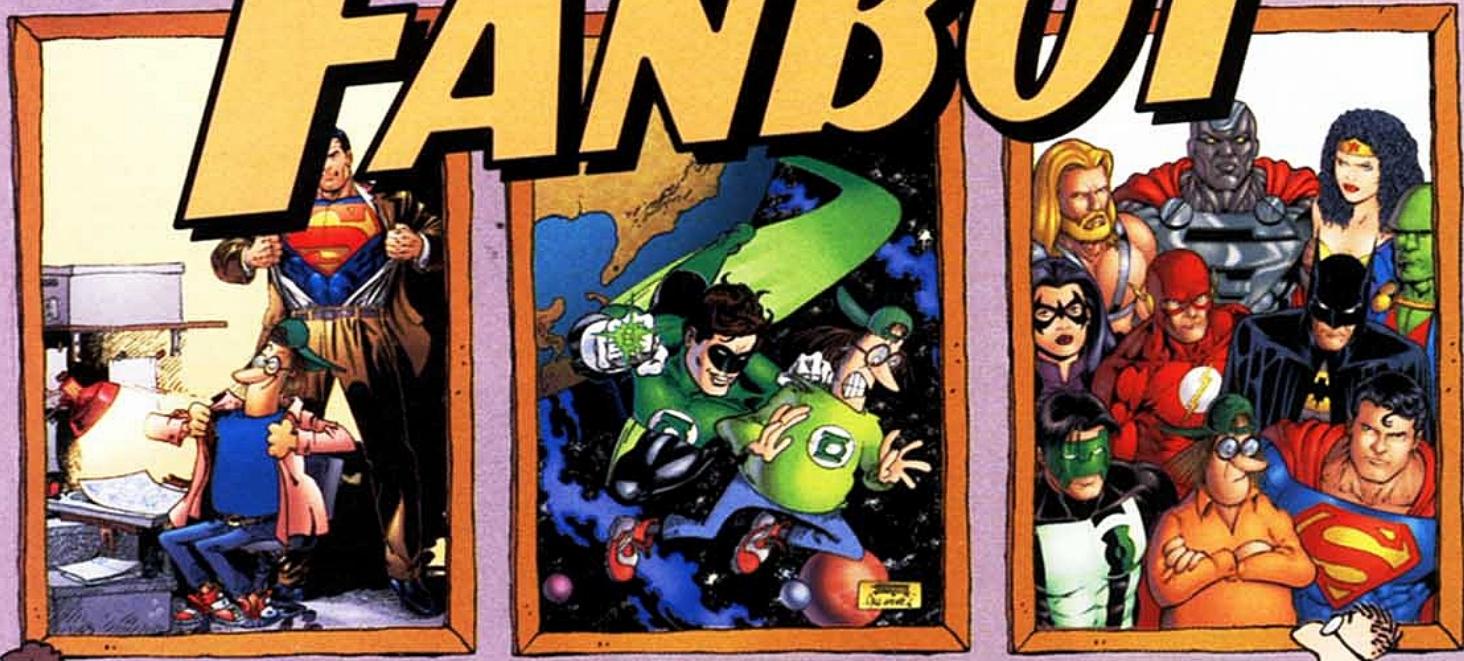


FANCY WIRE WHEEL COVERS
HAVE BEEN STOLEN



Just because it's art
doesn't mean
it can't be *fun!*

FANBOY



Collecting the delusional miniseries by **MARK EVANIER** and **SERGIO ARAGONÉS**,
with a little help from **NEAL ADAMS**, **BRENT ANDERSON**, **BRIAN BOLLAND**,
DAVE GIBBONS, **RUSS HEATH**, **PHIL JIMENEZ**, **GIL KANE**, **JOE KUBERT**,
KEVIN MAGUIRE, **FRANK MILLER**, **JERRY ORDWAY**, **STEVE RUDE**, **BILL SIENKIEWICZ**,
BRUCE TIMM, **BERNIE WRIGHTSON**, and many others

IN STORES THIS JULY.

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THE ORIGINAL
UNIVERSE

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DC COMICS

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THE SHODDIER IMAGE

August 2001

PHOTOGRAPHER: IRVING SCHILD
WRITERS: BRIAN AND SEAN FARRELLY



THE STOCK MARKET TOILET TICKER

See Inside



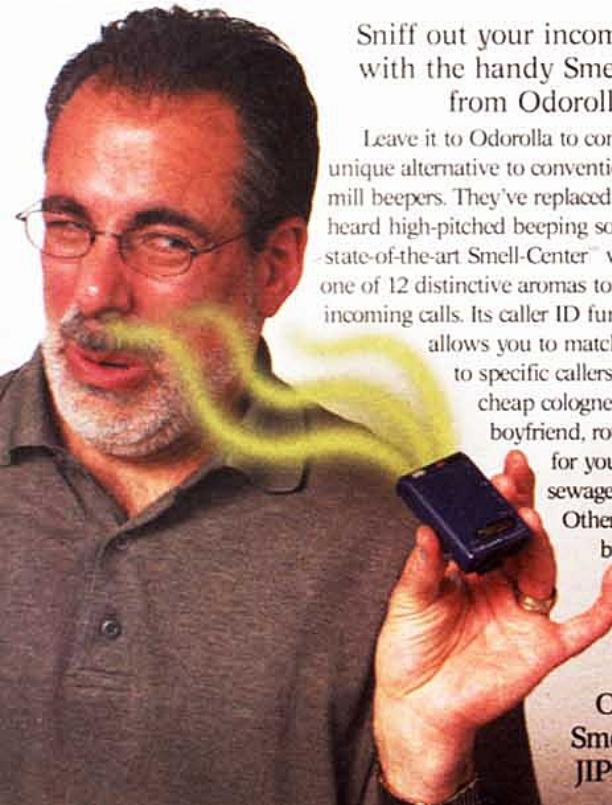
THE SHODDIER IMAGE



Furball International
Automatic Kitty Licker
JIP008 \$225

Give your cat's tongue a much-needed rest with Furball International's Automatic Kitty Licker.

Specially created for elderly or just plain lazy felines who have given up on personal grooming! This amazing device actually licks your cat clean so it has more time for eating, sleeping and clawing your upholstery to shreds. The Kitty Licker's computerized auto-licking tongue is realistically textured to simulate the sandpaper feel of a cat's tongue while using three layers of micro-bristles to wash it free of dirt, dander and excess hair. It also reduces hairballs and provides a more hygienic cleaning than the usual feline "spit bath." The only way to get your cat cleaner is to lick it yourself!



Sniff out your incoming calls with the handy Smell Pager™ from Odorolla.

Leave it to Odorolla to come up with a unique alternative to conventional run-of-the-mill beepers. They've replaced the commonly heard high-pitched beeping sound with a state-of-the-art Smell-Center™ which emits one of 12 distinctive aromas to alert you of incoming calls. Its caller ID function even allows you to match specific scents to specific callers, for example: cheap cologne for your boyfriend, rotten chicken for your boss, or raw sewage for your lawyer. Other scents include burning plastic, sweaty foot and dead skunk.

Odorolla
Smell Pager™
JIP999 \$399



Get rid of bugs while enjoying a dazzling laser light show with the Disco Inferno Bug Zapper.®

Finally, you can keep your patio free of annoying insects while turning it into a boogie wonderland! Every doomed pest that flies into its electrified grid sets off an authentic discotheque laser light show, accompanied by the pulsating hits of the '70s! Trip the light fantastic and marvel as what was once a mere nuisance turns your backyard into a full fledged Disco Inferno!



INVENTED HERE
SO YOU KNOW IT'S SHODDY.

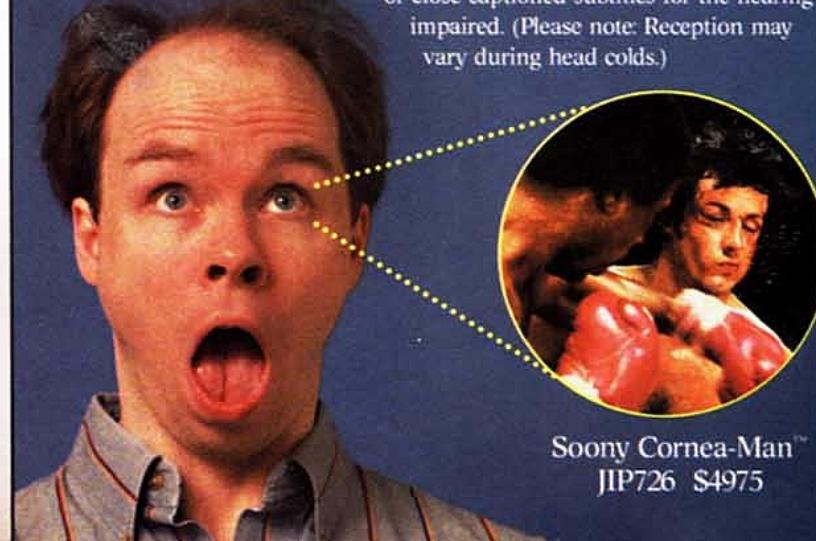


Disco Inferno Bug Zapper®
JIP709 \$550

Sensational home theater for your eyeballs!

Fool your boss or teacher into thinking you're deep in thought when you're actually watching your favorite TV show with the revolutionary Soony Cornea-Man™, the micro-television that fits directly onto your eyes like a contact lens! Channels can be switched easily by blinking and you can watch two shows at the same time by having different channels play on each pupil.

Available with Dolby Surround Sound Ear Implants or close-captioned subtitles for the hearing impaired. (Please note: Reception may vary during head colds.)



Soony Cornea-Man™
JIP726 \$4975

Use laser power to carve your next holiday bird!

Shoddier Image Design's Ultra-Laser Turkey Carver® is the super-convenient, high-tech carving knife for the 21st Century! This essential kitchen tool is gentle enough to remove grandpa's cataracts, yet powerful enough to whack off a turkey drumstick! Its high-intensity, precision beam can also be turned down, making it an ideal laser pointer for your vacation slide show presentations after dinner. (Special attachment for trimming ear and nose hairs sold separately.)

Ultra-Laser Turkey Carver®

JIP434 \$995

INVENTED HERE

So You Know It's Shoddy.



Never get caught with your pants down (even when they are!) with the incredible Stock Market Toilet Ticker.®

The Bloomberg Stock Market Toilet Ticker® looks like an ordinary roll of toilet paper, but it's actually an authentic stock ticker allowing you to follow the NASDAQ, AMEX and New York Stock Exchange from the privacy of your favorite toilet. It guarantees you'll never be "behind" the financial news again!



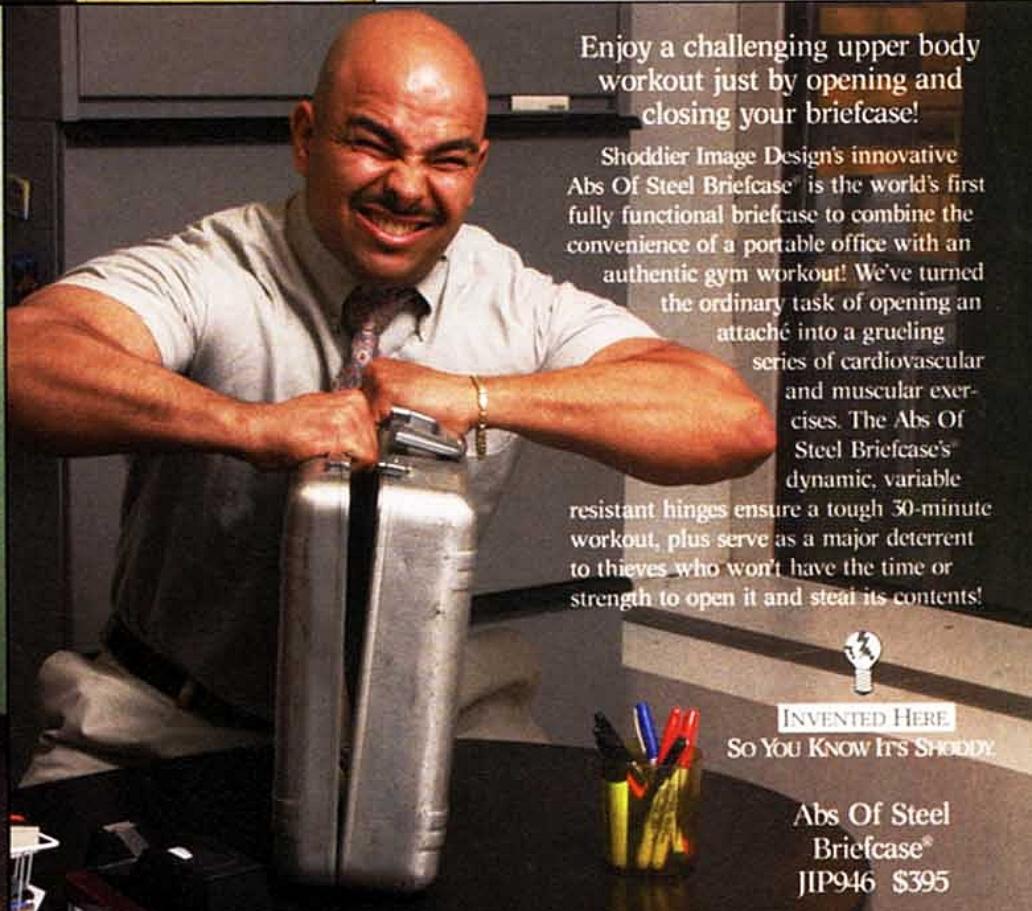
Boommberg
Stock Market
Toilet Ticker®
JIP842 \$565



Get rid of navel lint with your own personal mini-vacuum!

Clean out that embarrassing belly button lint in an instant with the new Orwreck Belly Button Vac!™ Its high-torque, 110V motor generates enough power to remove even the most stubborn pieces of dirt, string or food crumbs. Comes with both "innie" and "outie" turbo suction attachments. (Note: Manufacturer not responsible for injuries caused by sucking spleen or parts of small intestine through navel.)

Orwreck Belly Button Vac™
JIP627 \$1175



Enjoy a challenging upper body workout just by opening and closing your briefcase!

Shoddier Image Design's innovative Abs Of Steel Briefcase® is the world's first fully functional briefcase to combine the convenience of a portable office with an authentic gym workout! We've turned the ordinary task of opening an attaché into a grueling series of cardiovascular and muscular exercises. The Abs Of Steel Briefcase's dynamic, variable

resistant hinges ensure a tough 30-minute workout, plus serve as a major deterrent to thieves who won't have the time or strength to open it and steal its contents!



INVENTED HERE
So You Know It's Shoddy

Abs Of Steel
Briefcase®
JIP946 \$395

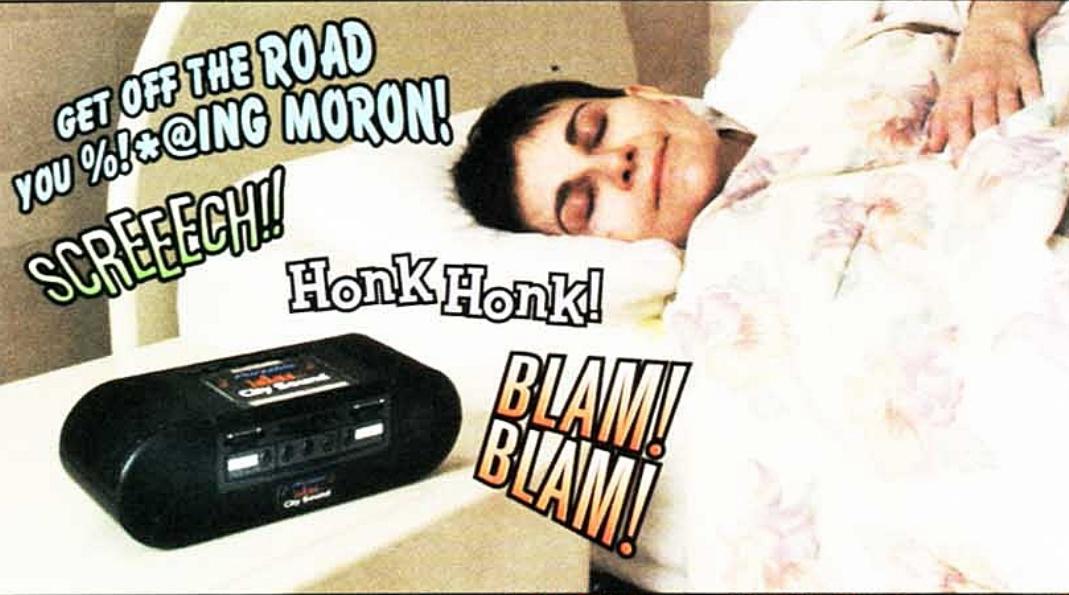
THE SHODDIER IMAGE

Miniature metal spikes prevent others from using the ingenious Personal Security Toothbrush.™

Oral Security Systems' state-of-the-art electric toothbrush provides you with total dental protection and complete peace of mind. Auto sensors recognize your fingerprints and allow you to use its high-tech contour bristles to remove plaque and polish teeth. But if someone else tries to use it, razor-sharp stainless steel spikes are suddenly released cutting through the offender's mouth and teaching them a lesson in oral hygiene they won't soon forget!



Oral Security Systems
Personal Security Toothbrush™
JIP667 \$475



Now you can effectively hide from your boss and co-workers while on the job!

Created exclusively for Shoddier Image by legendary fashion designer Gianni Gnocchi, this Italian tailored, three-piece Camouflage Suit is constructed of 30% rayon and 70% chameleon skin, so that it automatically changes to blend into any office setting. Now you can instantly assume the color and properties of the copy machine, washroom sink or common office furniture! Excellent for eavesdropping on upper management.



INVENTED HERE
SO YOU KNOW IT'S SHODDY

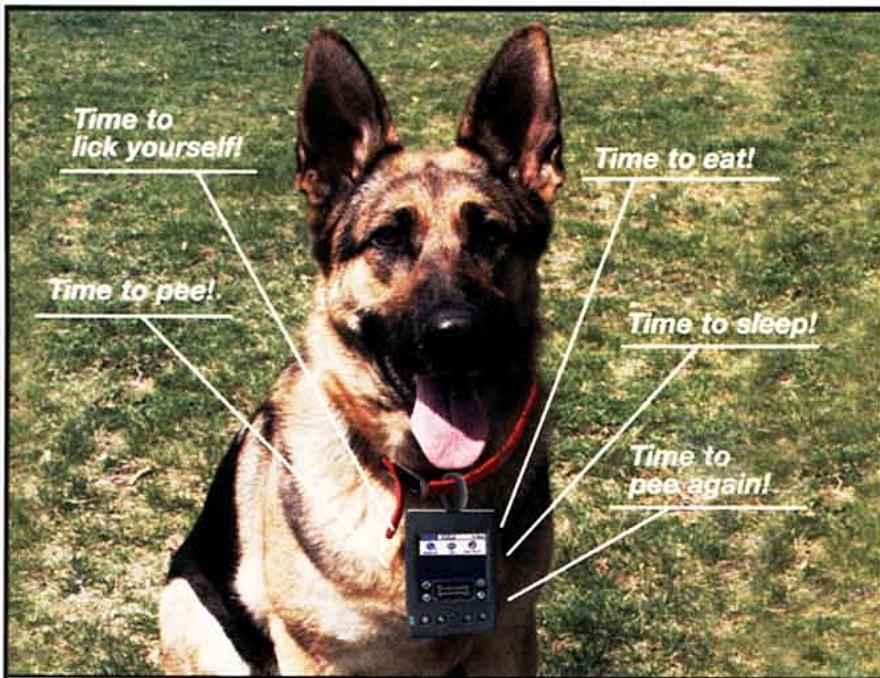
Gianni Gnocchi Camouflage Suit
JIP911 \$650



Fall asleep and wake up to the harrowing sounds of the city.

These days, nearly everyone sells machines that play soothing sounds of rain, ocean waves and babbling brooks to help you get some shut-eye. But suppose you're actually at the beach or camped near a mountain stream, yet unable to fall asleep because you miss the familiar sounds of the big city? Well, just flip on the new Portable City Sound™ and relax to a violent cacophony of actual urban noise! Choose from 12 realistic settings, including IRT express train, blaring rush hour horns, random gunshots, non-stop jack-hammer and ranting, deranged street person.

Portable City Sound™
JIP893 \$695



Let your dog plan his day with the amazing 3Com Paw Pilot.™

You're not the only one with a jam-packed itinerary. Your favorite canine has a busy schedule and a long list of things to do as well. And now, thanks to 3Com and Shoddier Image Design, little Fido will never miss an appointment! This beautiful compact planner attaches easily to flea collars and includes a calculator, digital alarm clock, 200-year calendar (in dog years) and a multi-function touch pad specially designed to be compatible with a dog's paw.



INVENTED HERE

SO YOU KNOW IT'S SHODDY

3Com Paw Pilot™
JIP671 \$749

World's most powerful cell phone/razor.

Shamasonic created this one-of-a-kind cellular device for the successful businessman on the go. The handsome design features a twin-blade, battery-powered razor built right into the mouthpiece, assuring an ultra-close shave even while you're wheeling and dealing on the phone. Its whisper-quiet silencer allows you to chat for hours without the other party ever knowing that you're also trimming that unwanted 5 o'clock shadow. Or, simply get rid of unwanted callers by turning off the silencer, claim you can't hear them because of "all that buzzing on their phone line" and hang up! (Available for ladies: the Cell Phone/Leg and Lip Waxer.)

Shamasonic Cell Phone/Razor
JIP893 \$650



Hot Tech's Hyper-FusionWave Oven™ roasts a suckling pig in 9.3 seconds!

Leave it to Hot Tech and Shoddier Image to put the latest military advances in nuclear fusion to work in your kitchen! Their Hyper-FusionWave Oven™ is to the microwave what the microwave was to the gas oven! Cook a jumbo tub of popcorn in .14 seconds, a hearty plate of spaghetti classico in 2.6 seconds, or a full goose with all the trimmings in just 8.2 seconds! Comes fully equipped with safety glasses, matching lead oven mitts and a "Kiss The Cook" lead apron.



INVENTED HERE

SO YOU KNOW IT'S SHODDY

Hot Tech Hyper-FusionWave Oven™
JIP643 \$3,095



He's a bitchy, mean-spirited and egotistical doctor. Hey, he's just like the guy you go to ever since you were forced into that crummy HMO! He's...

I'm Groan Bicker, a family doctor in the Bronx with such a boring, monotone bedside manner and gloomy disposition, we had to put bars on my office windows to keep my patients from jumping out! My nurse says I'm negative about everything and that I don't let people get close to me! I say: What the hell does she know? She's just a woman for God's sake! Negative? Who's negative? I only have two dislikes! The world, and everyone in it!

I'm Market, the head nurse at Doctor Bicker's office! It's true that the doctor has a cold, uncaring side, but once in a while he does show that he has a soft spot! Like the patient in terrible pain that he was treating! Doctor Bicker helped him with an assisted suicide! Personally, I think the patient's poison ivy would have eventually cleared up, but I'm not a doctor! Now if you'll excuse me, I have to empty the medical waste can! It gets filled so quickly at this office!

I'm Loony, the daffy office assistant! I screw up the medical records, insult the patients, hand out the wrong prescriptions, and once I overloaded the electrical wiring so badly, I almost burned down the office! It's strange, with everything Doctor Bicker yells and screams about, he never fires an idiot like me!



I'm Veggie and I manage the seedy diner where Groan Bicker comes to eat and chat! It's kind of like *Cheers*, but without the beers...and without the funny jokes. the wonderful chemistry, the people with real-life personalities, and the plots that viewers cared about!

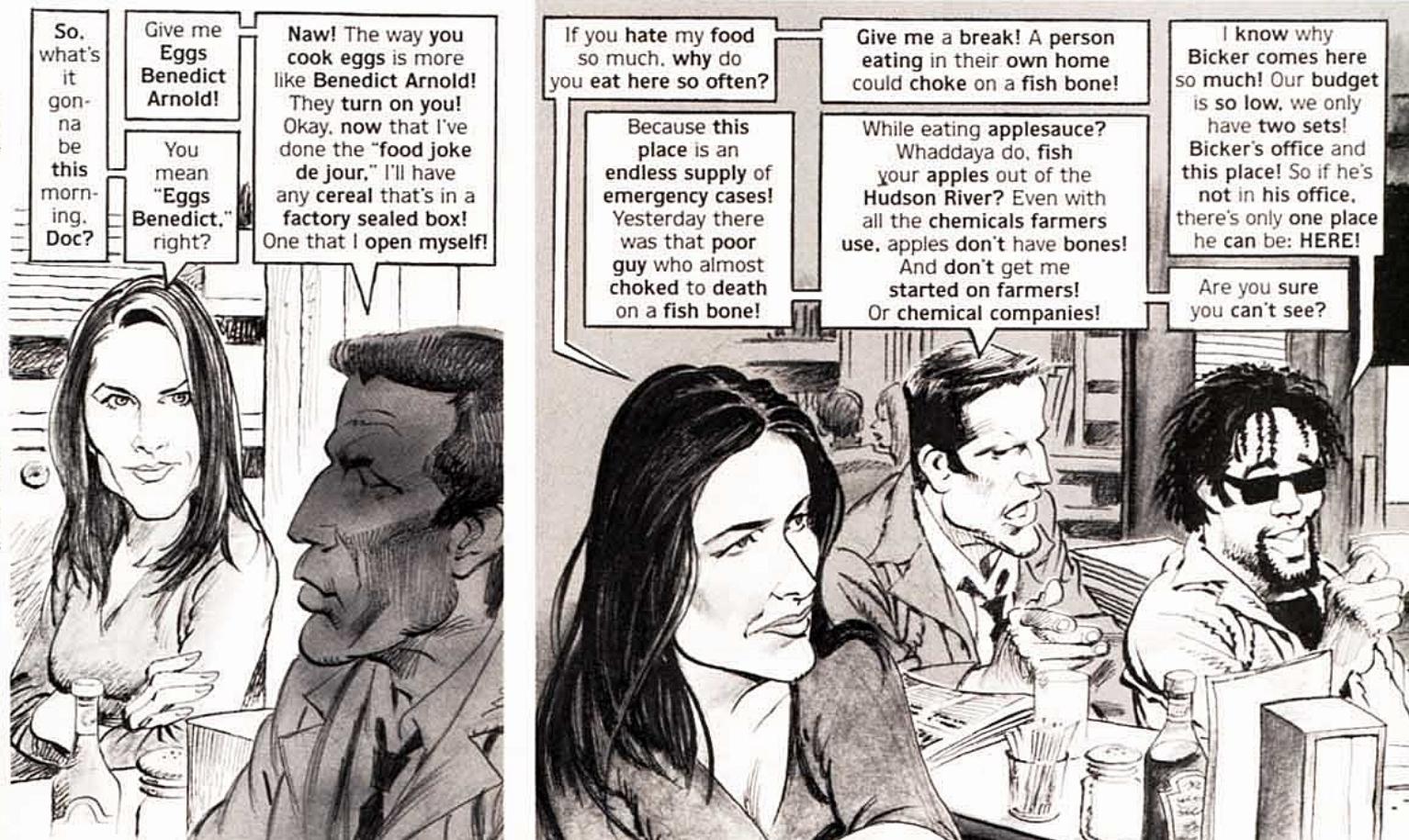
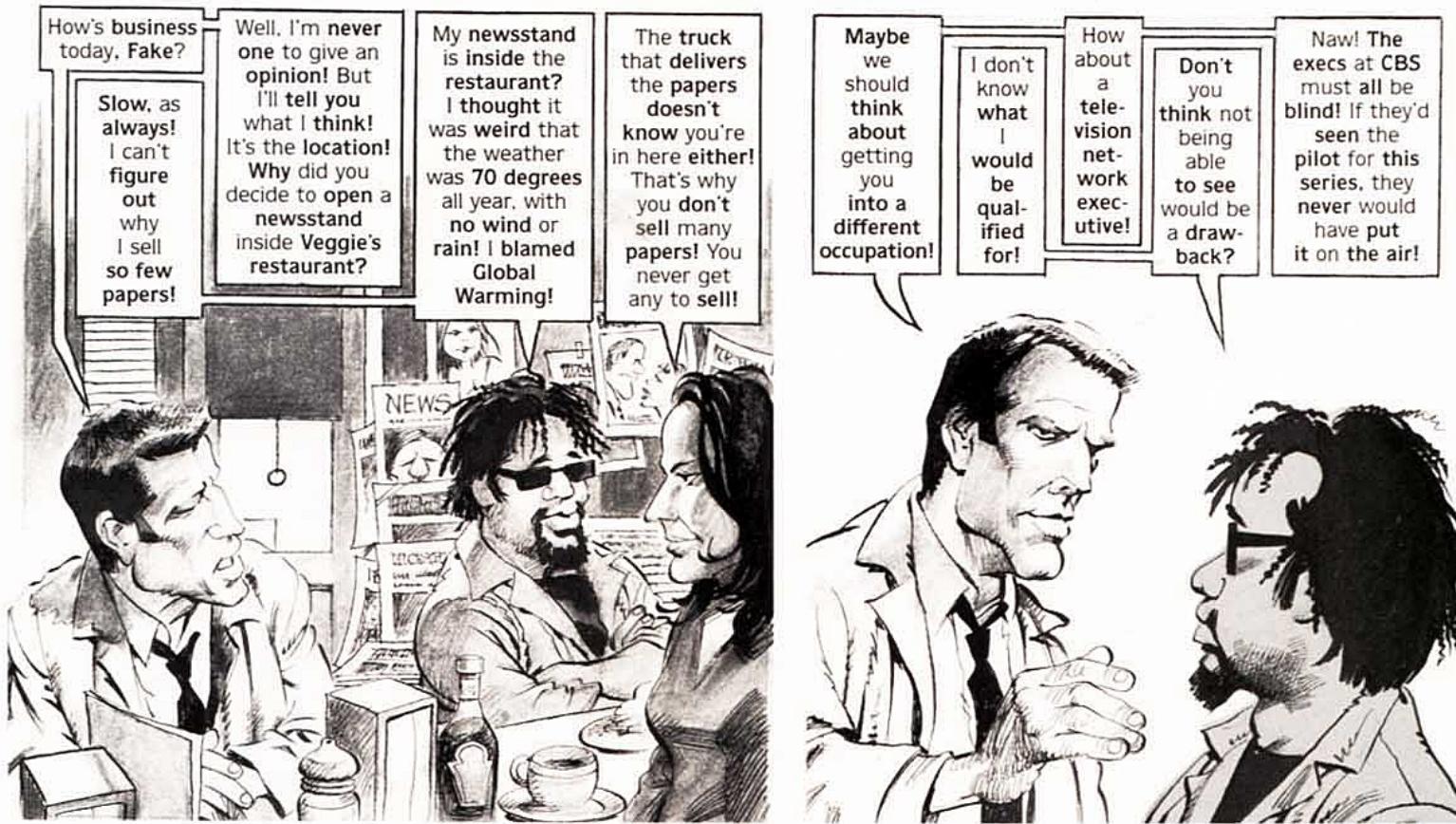
I'm Fake, the proprietor of the newsstand where Doctor Bicker buys an occasional magazine! Doc always claims he doesn't make much money, yet every day he hands me a \$100 bill to change! At least he tells me they're \$100 bills! Being blind, I have to trust him, but sometimes I have my doubts about his honesty! Yesterday he gave me a \$100 coin! I didn't even know the mint made \$100 coins — especially ones that feel just like a regular quarter!

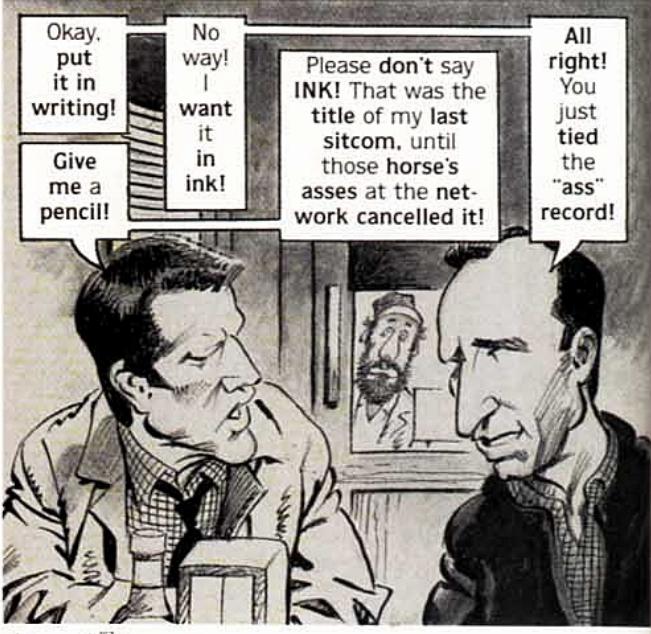
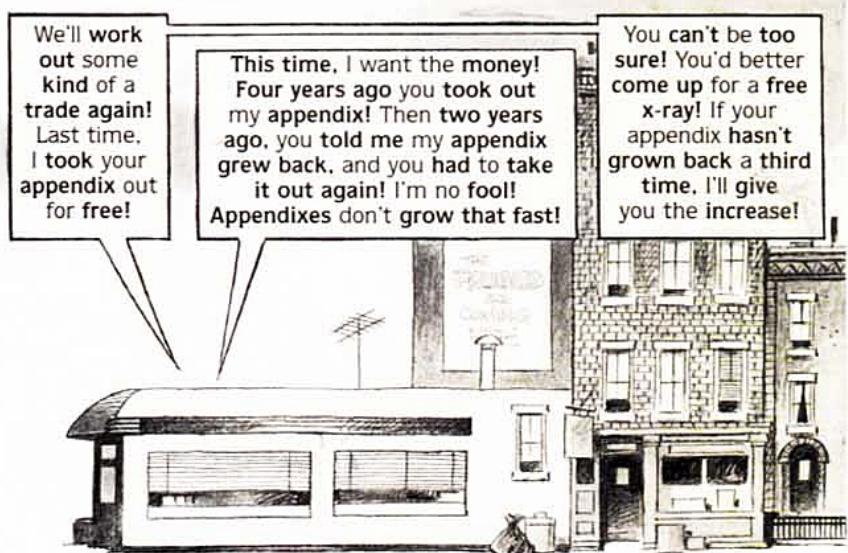
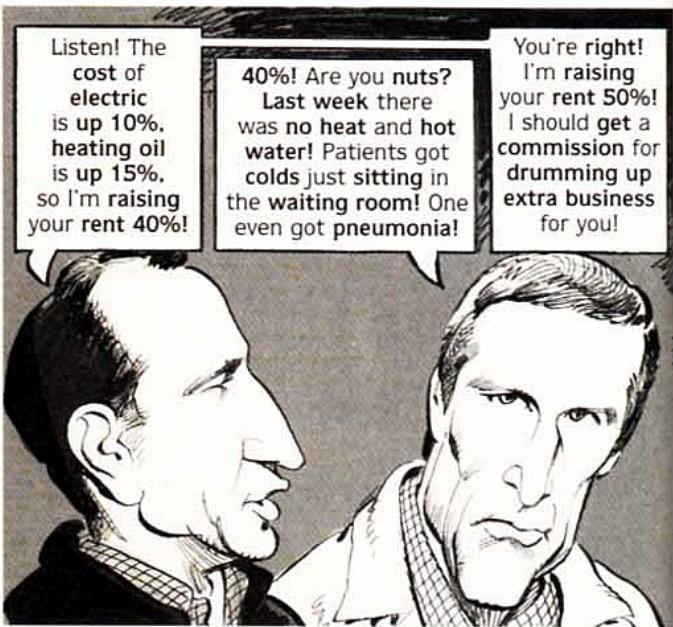
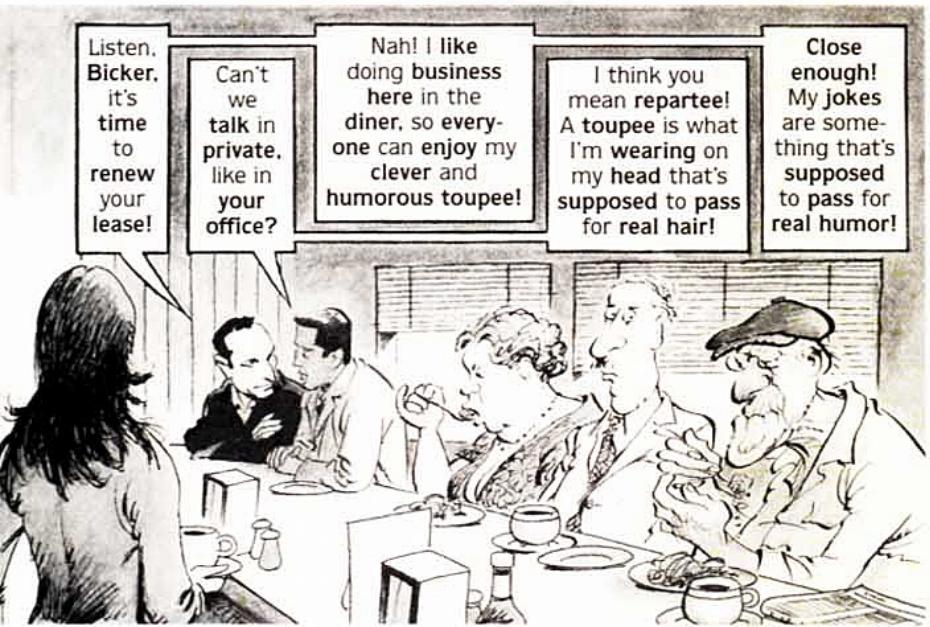
I'm Barb, sitcom character type 311 in the sitcom writer's handbook! If you're not familiar with the sitcom writer's handbook, I'll explain! Character type 311 is the cheap, grumpy, wise-cracking landlord! Yeah, you've seen my type a million times! Now, it's a million and one times! Bicker called me up here because it's December and his office is ice cold! My hilarious reply? "It's December and the office is ice cold...last July you complained that the office was steaming hot! Make up your mind!"

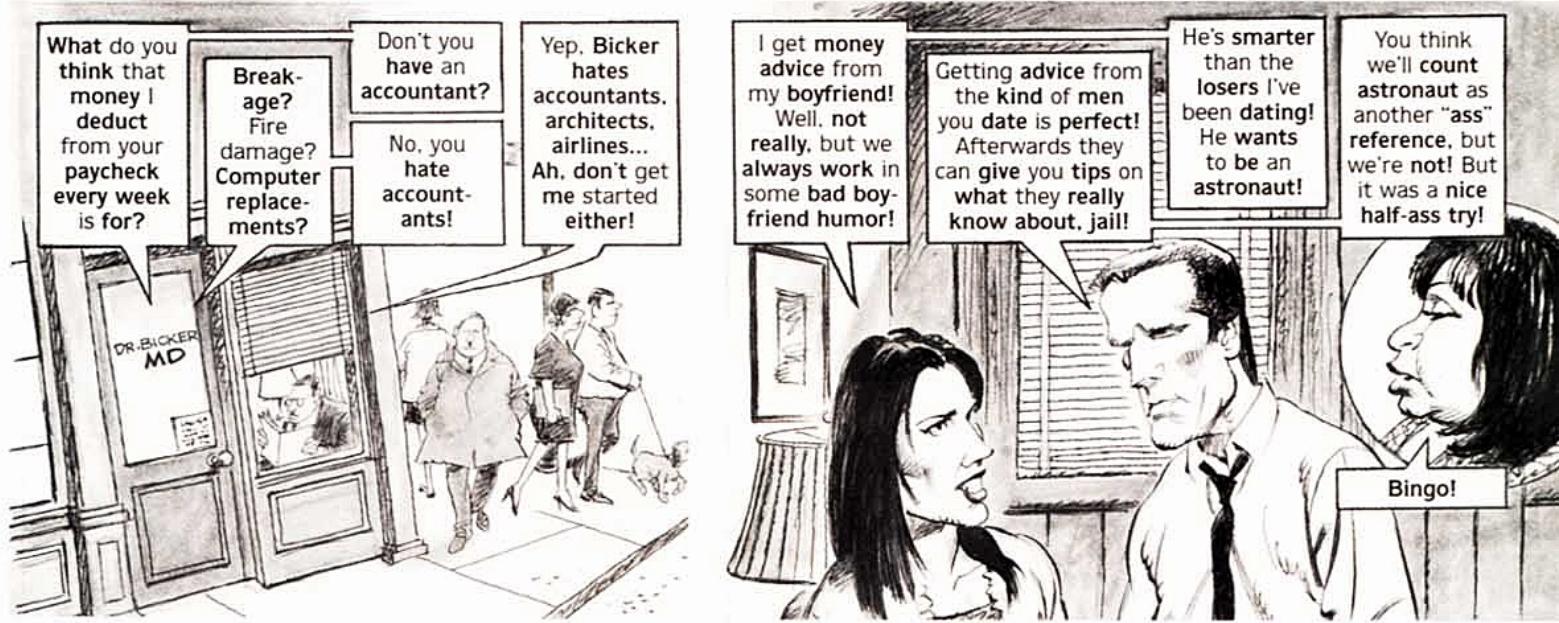
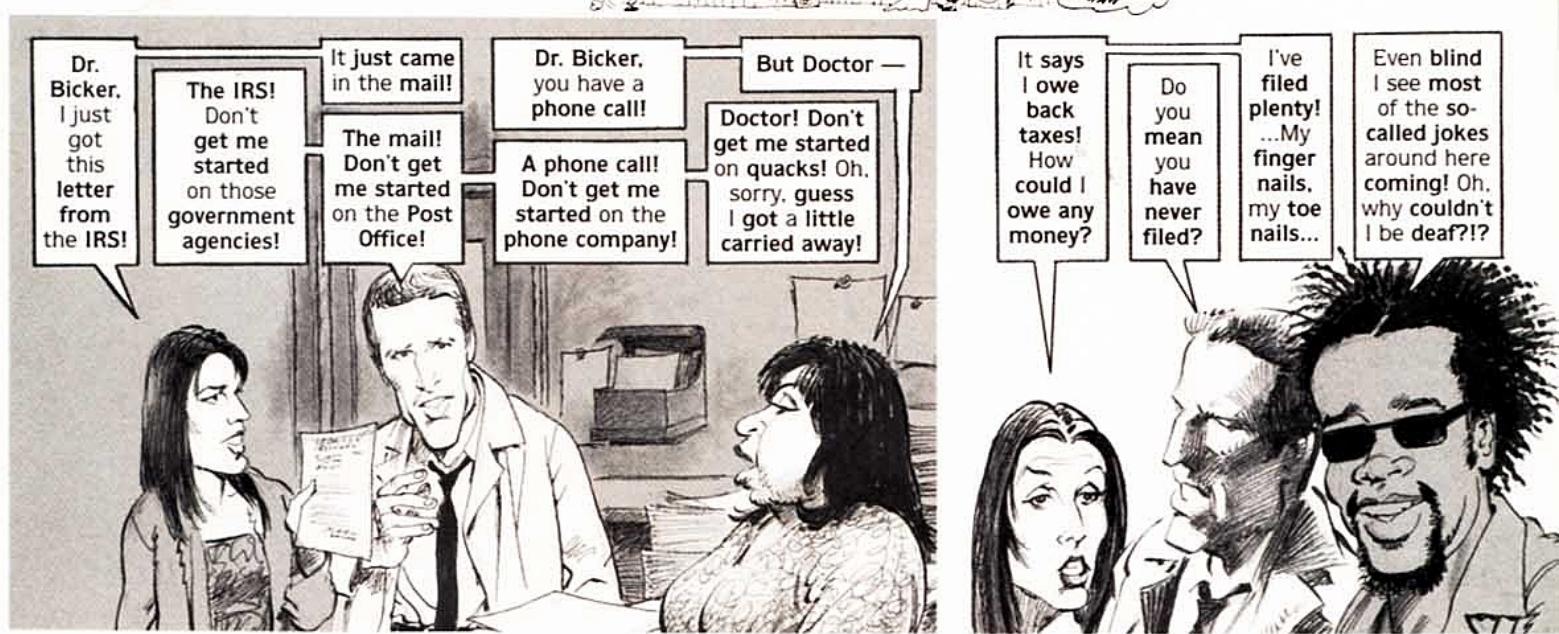
Bicker

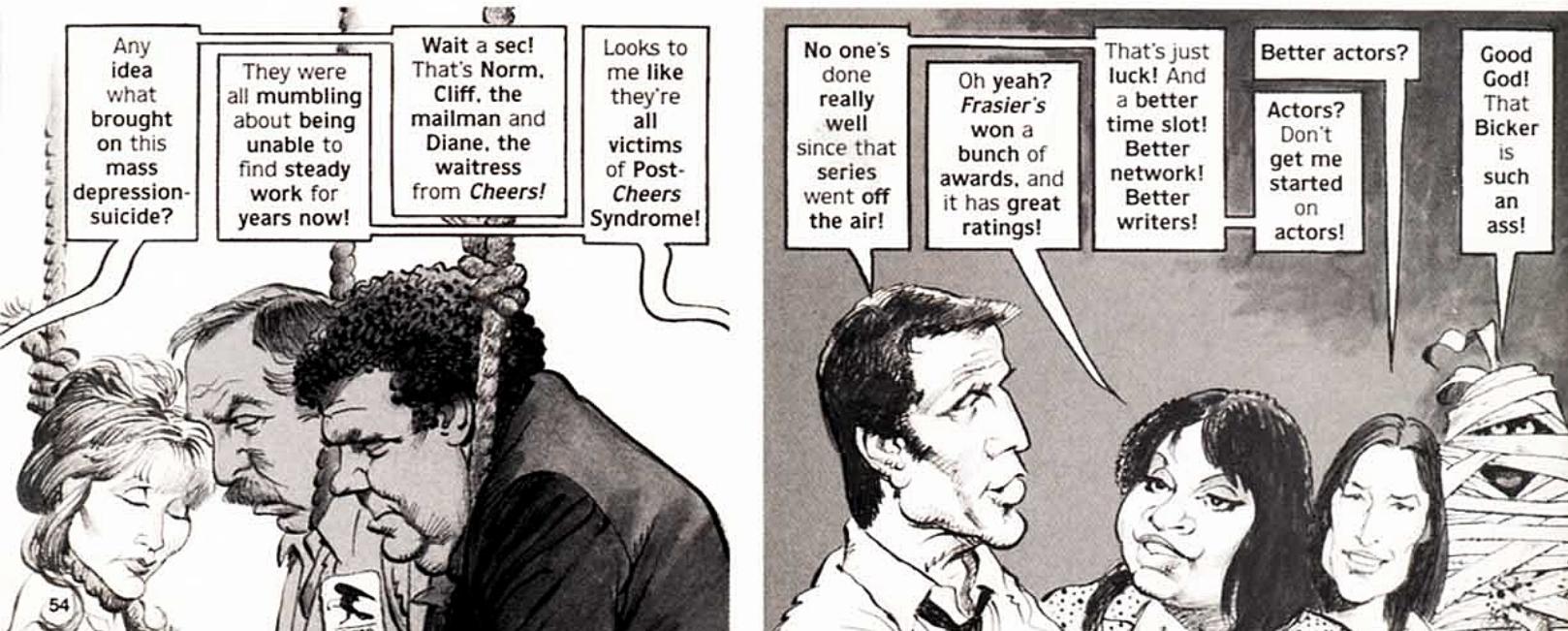
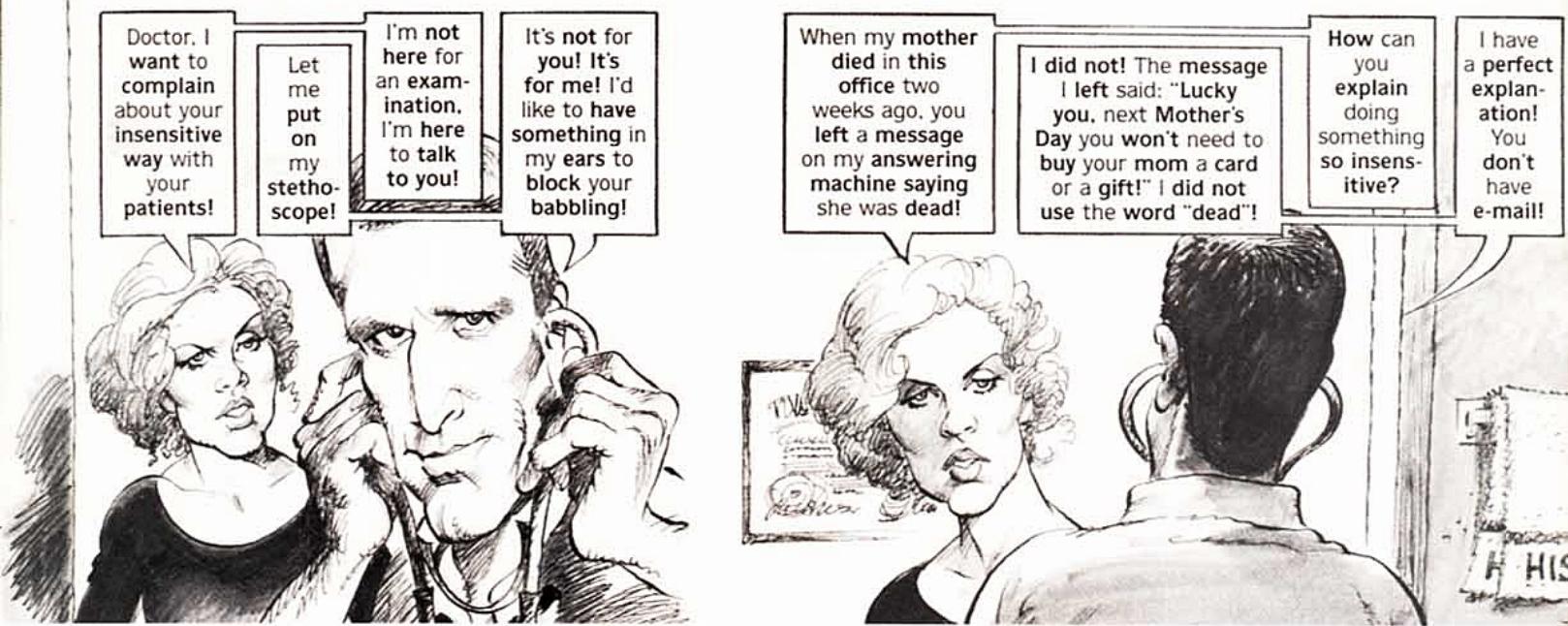
ARTIST: MORT DRUCKER

WRITER: DICK DEBARTOLO











GRIEVING LAS VEGAS DEPT.

MAD's CELEBRITY CAUSE-OF-DEATH BETTING ODDS

Our team of crack oddsmakers gives you the latest Vegas line
on how one of today's biggest stars will go from TRL to RIP!

THIS MONTH'S FUTURE HEAVENLY HOST:

CARSON DALY

CAUSE OF DEATH

Kills self after realizing he's just
Dick Clark minus six or seven decades

Has stroke trying to think up interesting new way of saying
"Britney and Backstreet Boys still on top" 47 weeks in a row

Executed by MTV top brass for accidentally playing
a video not on strictly controlled "rotation" list

Killed by bees in cross-promotion *Jackass* stunt gone wrong

Shredded to death by braces of rabid 'N Sync fans
kissing him for keeping their video in the #1 spot

Shot in police standoff while refusing to vacate MTV
studio at mandatory retirement age of 29

ODDS

2:1

5:1

10:1

15:1

20:1

25:1

GET BONED!



BRENDAN
FRASER

BRIDGET
FONDA

CHRIS
KATTAN

MONKEYBONE

NOW ON VIDEO AND SPECIAL EDITION DVD

TWENTIETH CENTURY FOX PRESENTS A 1492 PRODUCTION A HENRY SELICK FILM BRENDAN FRASER BRIDGET FONDA "MONKEYBONE" CHRIS KATTAN GIANCARLO ESPOSITO ROSE McGOWAN and WHOOPIE Goldberg
WRITTEN BY ANNE DUDLEY PRODUCED BY DAWN SOLER DIRECTED BY BEATRIX ARINA PASZTOR EDITED BY MARK WARNER PRODUCED BY JON POLL, NICHOLAS C. SMITH, ACE. PRODUCTION DESIGNER BILL BOES DIRECTOR OF PHOTOGRAPHY ANDREW DUNN EXECUTIVE PRODUCERS LATA RYAN HENRY SELICK SAM HAMM CHRIS COLUMBUS
PROPS MICHAEL BARNATHAN MARK RADCLIFFE BASED ON THE GRAPHIC NOVEL "MONKEYBONE" BY KAJA BLACKLEY WRITTEN BY SAM HAMM DIRECTED BY HENRY SELICK



PG-13
FOR CHILDREN
14 AND OLDER



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WHAT SEEMS TO BE
THE ONLY SAFE AND
CONVENIENT AIR
CARRIER LEFT?



FOLD PAGE OVER LIKE THIS!

A < B FOLD BACK SO THAT "A" MEETS "B"



HARRY
POTTER'S
BROOM

A < B

WHAT SEEMS TO BE
THE ONLY SAFE AND
CONVENIENT AIR
CARRIER LEFT?

HERE WE GO WITH ANOTHER RIDICULOUS
MAD FOLD-IN

If you've flown recently, you know that you are taking your life into your own hands. Overworked air traffic controllers, shoddy maintenance, air rage incidents and delays, delays, delays all contribute to unsafe conditions for today's air travelers. There is, however, one carrier that has managed to steer clear of all these problems. To find out what it is, fold page in as shown.



FOLD PAGE OVER LIKE THIS!

FOLD PAGE OVER LEFT

B FOLD BACK SO THAT "A" MEETS "B"



HARDLY ANYONE ENJOYS FLYING NOW. IT'S A VERY
POTENT MIX OF BAD SERVICE AND SOME CHARACTER'S
BRILLIANT DESIGN FOR SEATING WITHOUT LEGROOM

A

ARTIST AND WRITER: AL JAFFEE

B



SHRINKAGE MAY OCCUR
THE CURIOUSLY STRONG MINTS®